

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City

VOL. CXXXVI, No. 12 NEW YORK, SEPTEMBER 16, 1926

10C A COPY

B. A. I. S. 1923 with  
N. W. Ayer & Son

*"I want some more,"  
said Oliver Twist*

WAY back in 1922 or 1923, when you built that first one-tube receiver, the radio authorities said, "You'll need a 22½-volt 'B' battery." And you went out and found one under the name "Eveready."

Then came three tubes, four, five. And the prescription jumped to 90 volts—and again you found Eveready ready—with two 45's. When 90 to 135 became the normal voltages the public found the extra tubes rapidly drained their batteries—too rapidly.

"We want some more," they said—"more battery for our money." And again they found their needs anticipated, this time in Eveready Heavy-Duty Batteries, extra large 45-volt batteries that last twice as long as the smaller Lighter Duty 45-volt batteries, *and yet costing only one-third more*.

National Carbon Company, Inc., New York, maintaining the greatest electro-chemical laboratory in the world, in anticipating the radio needs of a constantly growing radio public, has provided us with a constantly enlarging advertising theme.

Longer battery life—for less money, more intensive sales work plus more forceful advertising, is constantly multiplying the cross-the-counter order, "I want some more Eveready Heavy-Duty 'B' Batteries."

## N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO





"Strathmore Says Stop!"—and so do the advertisements of Strathmore Papers...The problem was to express the fact that the use of Strathmore Papers assures attention for direct mail...The solution was an Interrupting Idea in art and copy...This series, now appearing in the Saturday Evening Post, was prepared for the Strathmore Paper Company by the Federal Advertising Agency, Inc., 6 East 39th Street, New York.

# PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXXXVI

NEW YORK, SEPTEMBER 16, 1926

No. 12

## Are There Too Many Advertised Brands?

A Banker's Answer to This Interesting and Vitally Important Question

By John Poole

President, The Federal-American National Bank, Washington, D. C.

QUESTIONS as to the propriety of increasing the number of advertised brands on the market are not new by any means. I have heard them repeated many times during the twenty-six years that I have been a banker and, most of that time, a student and practitioner of advertising. And now such questions are more persistently asked than ever, although they are adequately answered by the new and successfully advertised brands which appear on the market from month to month.

To me, all questions of the kind are inconsistent. In no other profession or business activity are so many thousands of clever, well-informed minds engaged, as in advertising. Never in the history of the world has so much money been invested in the work of merchandising by means of the printed word. Never before has the economic power of paid publicity been so successfully demonstrated by the advertising salesman. But re-

gardless of the fact that brands or trade-marks are a necessary means of identifying all kinds of manufactured products, we hear business men asking the question: "Are there too many advertised brands?"

As a banker, I am deeply interested in all that lies back of that question and vitally concerned in its logical answer. In the first place, the bank with which I am associated has been constantly advertised since its organization, and the development and success of the institution are largely due to the paid publicity we have used in making our service features known to the public.

Furthermore, we are interested in the advertising of our customers and our prospective borrowers. In this respect, bankers are giving more careful consideration than ever before to the advertising of their customers, for the reason that the right kind of advertising has a favorable influence on banking risks and the security of com-

The Federal-American National Bank of Washington is one of the country's large banks. It is also one of the large and most consistent bank advertisers. Mr. Poole has framed the advertising policy for his bank and has written much of the copy. The following paragraph summarizes his thoughts regarding the economic power of advertising:

"Without advertising, I have reason to believe that our present state of industrial development would have been impossible. Advertising has accelerated all of the processes of business, and it has undoubtedly brought to us, in a single generation, all of the benefits and social advantages of a hundred years of unassisted business evolution."

mercial loans. There is no doubt, all other factors being equal, that the prospective borrower who is a successful advertiser will receive more favorable consideration from the average bank than will a non-advertiser. And yet, when the item of advertising is missing from a statement, or when it is so small as to indicate that it is a mere receptacle for charitable and policy contributions, its omission or diminutive size is explained, usually, by something of this kind:

"We do not advertise because we do not think it would pay us to do so. You see, there are already too many advertised brands in our line."

Not infrequently, the prospective borrower goes on to explain that he is able to sell his goods without advertising because of their superiority over the products of his competitors. Sometimes, he dwells on the attractiveness of his brands or packages, and insists that the perfection of his selling method makes advertising unnecessary.

#### CONDITIONS FORTY YEARS AGO

Obviously, any argument of this kind is based on a misconception of what advertising really is and what it should accomplish. The average manufacturer of forty years ago knew little about advertising. He strove to keep ahead of competition by making better and more attractive goods, and he built up his business by inducing jobbers and retailers to feature his selling points. Then he relied, very largely, on the word-of-mouth praise of consumers to enlarge the general demand for his brands. Naturally, he branded all of his merchandise, so that those who liked it might readily identify it when repurchasing.

Today, the average successful manufacturer is using the economic power of advertising to speed up and to simplify the old and natural process of selling. Business moves so rapidly today that our jobbers and retailers haven't the time to push the sale of all of the goods they sell. Stocks have multiplied, items in demand have doubled and doubled again, and, in large measure, consumer demand created by

the manufacturer has proved to be a time- and money-saving substitute for selling effort on the part of jobbers and retailers.

This development, resulting not only in a tremendous increase of business and prosperity, but also in a marvelous improvement of all kinds of manufactured products,



JOHN POOLE

has been brought about in a comparatively short time mainly by means of paid publicity. Without advertising, I have reason to believe that our present state of industrial development would have been impossible. Advertising has accelerated all of the processes of business, and it has undoubtedly brought to us, in a single generation, all of the benefits and social advantages of a hundred years of unassisted business evolution.

Advertising has been able to accomplish this not only because it is profitable to the advertiser, but because it is readily accepted and followed by the public. Of course, profits and the firmer establishment of business are the primary motives of practically all advertising but I think that the by-products of advertising furnish its vitality. Advertisements, today, are interesting, instructive and educational. The wonderful story of business is effectively told by both



## A CLIENT TOUR

HERE would be the itinerary of anyone starting out to visit all the places whose advertising is handled by the McCann Company: First he would go to the majestic Berkshire Hills of Massachusetts. Then to the beauties of our national playground, the State of Maine. Next to Jasper National Park in the heart of the Canadian Rockies reached via the Canadian National Railways (also a client). Following this, up to Alaska with its Totem Poles. Then down to California with stop over visits at Yosemite National Park and Santa Barbara. After this across the Pacific to the Hawaiian Islands, gems of the Pacific. Then back to America and eastward to the healthful climate of Tucson and Phoenix, Arizona. Next to El Paso, Texas, with its side-trip across the border to Mexico. And finally to Erie, Pennsylvania—thus completing a journey of over 10,000 miles.

## THE H. K. McCANN COMPANY

*Advertising*

NEW YORK  
CHICAGO

CLEVELAND  
LOS ANGELES



SAN FRANCISCO  
MONTREAL

DENVER  
TORONTO

pictures and the written word. When we look over the newspapers and magazines, the poster panels and street car cards, the electric signs and other mediums, we marvel at the vision of those who conceive the ideas set forth and the courage of those who invest their money to publish and set forth the ideas. The entire proposition bears impressive testimony to the initiative and courage of the American business man, but viewing the subject from the broadest possible angle it is apparent that the public benefits from our great and growing volume of advertising reach far beyond the mere promotion and sale of merchandise.

It is because of the fine educational value of advertising that I am convinced that there are *too few* advertised brands today. Furthermore, it is my conviction that there *never can be* too many consistently advertised brands, for reasons which I shall state presently.

Thousands of business men are competing with each other in improving their merchandise, in offering better values, and they are employing advertising specialists and buying advertising space to inform the public of the advantages provided. Each one of these individuals is attempting to increase his profits and stabilize his business; but to accomplish this each is adding to the sum total of invaluable information which advertising furnishes to the public.

Our advertisers are telling millions and millions of people how to keep healthy, how to live long, how to enjoy life, where to go, what to do, what to see, what to wear, what to eat and drink, how to farm, how to raise flowers, how homes should be built, where to go to church, and thousands of other useful and beneficial things, and, in the main, they are telling the truth. All such things are good for people to know. They make for a healthy, prosperous and happy America.

One of the most effective series of advertisements we ever published appealed to the public to save for the better things of life.

Of course, our primary object was to induce people to start savings accounts. To do that, we encouraged them to begin saving for a specific object. Our books contain the names of hundreds of people who opened their first savings account in order to buy some advertised service, necessity or luxury. Perhaps some of them never bought the article the desire for which prompted them to save; they changed their minds and kept their money in the bank, and a large percentage of the others continued to save after they made their purchases.

The great majority of all of the savings accounts in the country were started in this way. We have more savings accounts in our banks than ever before in the history of American banking, and the great mass of the people never before have enjoyed so many useful things. Hence, to me the conclusion is obvious, that the advertising of many and still more brands is beneficial for the individual, the family, and every village, town and city, for the very simple reason that such advertising promotes industry and thrift.

The educational value of advertising cannot be over-estimated. The other day, I overheard a remark to the effect that the large number of brands of tooth-paste now being advertised is bewildering and makes intelligent selection difficult. The speaker went on to argue that much of the advertising was unnecessary, hence wasteful, and that it added to the burden of the consumer. But the remarks, I am sure, were the result of a shallow understanding of the real facts.

Can there be too much advertising of different brands of tooth-paste when only about one-third of the population uses it? Every advertisement of a tooth-paste brand increases the number of people who brush their teeth. No one will question the advisability, from a health standpoint, of keeping teeth clean. Hence, there is a direct educational value, of great benefit to the people, in all tooth-paste advertising, and there is a secondary

One sure way to reach Brooklyn people is to use Brooklyn newspapers; and one sure way to get a good "run for your money" is to buy the 80,000 net sales of the Standard Union.

*A. G. R. Huntington*  
President

LARGEST DAILY CIRCULATION IN BROOKLYN OF ANY BROOKLYN NEWSPAPER

value which should not be overlooked.

Every tooth-paste advertisement, intending to emphasize the importance of oral hygiene, also creates more interest in the subject. This means that, due to the advertising, a great many more people than ever before are adopting measures to preserve their teeth. Every advertisement of the kind is a strong urge to people to visit the dentist, and I am satisfied that a great many elderly people who are now chewing their food with their own teeth should give advertising the credit.

The educational value of automobile advertising is beyond question. Surely but a small fraction of the cars now owned would have been sold had it not been for the large and continuous volume of automobile advertising. Hence we can credit advertising to a large extent for the fact that thousands of Americans, who could not afford to travel before, are now able to visit many of the cities of their country, to meet and talk with people of various sections, to broaden their minds, to educate themselves, and to become better and more loyal, as well as happier, Americans.

The phonograph has taken beautiful music, artistically reproduced, into the homes of rich and poor, and I do not think that anything has done more to educate the average American to the appreciation of good music.

The radio, also, is doing its part in the educational field. Even a farmer boy, in some remote section of the country, may now listen to the voice of the President. The world's greatest musical artists sing and play for those in the poorest homes, as well as for the families in mansions. And, so far as its educational value goes, the radio has hardly begun its development.

It would be possible to spend many hours and cover innumerable pages in listing the educational advantages resulting both from advertising and from the use of advertised products. These products, in the main, are good; they

add to the enjoyment of living. You may select a group of them and class them as luxuries; but I think our modern idea of luxuries considers them as such only for people who haven't the money to buy them and won't work to get them.

Advertising, in picturing and describing these things, creates a desire for them which, in turn, creates an ever-increasing demand. Every man or woman who works, works for an object. In fact, most of us are working for a multiplicity of objects. Advertising certainly increases the number of objects for which we are willing to work, and in creating demands it is unquestionably encouraging our people to work harder and more intelligently.

#### CREATING RIGHT KIND OF WANTS

A great deal of intelligent competition naturally results in an increasing number of advertised brands and in a continuous improvement. Business men strive to improve their products, and their advertising specialists find it necessary to sharpen their wits in order to convince the people that they should buy and use the product for their own good. People buy what they want but unless they are intelligently guided they do not always want the things that are best for them to have. Therefore, in setting forth the uses, advantages and economic value of merchandise, the right kind of advertising creates the right kind of wants, and it gives a great variety of information in the simplest and most direct manner possible to enable people intelligently to supply their wants. The more brands that are advertised, the more information of the kind will be placed before the public. Hence, I say that *there are not enough advertised brands.*

And now as to my second conclusion—that there never can be too many consistently advertised brands. Those who question the propriety of more brands usually have much to say regarding saturated markets and the like;

(Continued on page 176)

# The *LIFE STORY* of every motor is written in OIL



**Q** A few honest repair men will tell you that more than 75% of all motor repairs are caused by the failure of a motor oil. Safeguard your motor with Veedol, the oil that gives the film of protection, thin as tissue, smooth as silk, rough as steel.

**D**EMERITED, in the spirit of the garage, stand long lines of cars, touched here and there by dainty fingers of sunlight. What a story the doctor's weather-worn coupe could tell of a brave, old motor's race with death through a cruel steel-mesh night.

And what enterprising young man globe-trotting landside could spin of the strange dark ways of Algerian repartees.

While the yellow roadster's tale would be a bitter one and sad, of a proud, young engine, burned-out in its youth through recklessness and lack of care.

**S**OMETIME of long and faithful service "Veedol" has given to the world and to the repair-halls. But at the bottom of every motor's story responsible for great performance and long life is the oil that makes all the difference.

For this actual performance of every motor depends largely upon a thin film of oil, thin as tissue, smooth as silk, rough as steel.

A motor-oil's job

Your motor oil is not only to quiet your motor from deadly heat and friction, the two causes responsible for most motor trouble, but also to protect your motor from the terrible results of water.

In severe, poor weather or on longer trips, gleaming liquid you are pleased with your cooling system, **fails**, and a thin film of oil breaks down. The water then attacks the motor, causing a film which is thicker than the oil itself, shriveling heat caused by friction, growing into a scalding mass. In this way the motor's life is taken away, the oil film which protects the motor from heat and friction, a thin wall of defense, protecting vital mechanisms from death.

Ordinary oil film fails too often.

Under the terrible cross-flood punishment the film is suddenly cut off, breaks and loses its grip. The motor then attacks the unprotected motor parts. And through the broken film, hot, new metal comes into contact.

Insoluble friction begins as silent, dogged work of destruction. And finally you have a billiard-ball bearing, a worn

cupid's broken bow. Then, the report along goes on and on.

The "film of protection"

Tide Water Oil Sales' special power pens are striking out this claim, for oil film. They make hundreds and thousands of laboratory tests every day. The results are being kept secret, as Veedol, an oil that often the manufacturer's competitor has tried to imitate, but has failed. Veedol is still, rough as steel.

Give your own motor a chance to wear out. Use Veedol. It's the oil that gives the "film of protection".

Tide Water Oil Sales Corporation,  
Eleven Broadway, New York Branches  
and warehouses in principal cities



One of a series of advertisements in color prepared for the Tide Water Oil Sales Corp.

## Facts need never be dull

**T**HIS agency was one of the first to adopt the policy of "Facts first—then Advertising." And it has earned an unusual reputation for sound work.

Yet this organization does not, nor has it ever, confused "soundness" with "dullness." It accepts the challenge that successful advertising must compete in interest, not only with other advertising, but with the absorbing reading matter which fills our present-day publications.

We shall be glad to send interested executives several notable examples of advertising that has lifted difficult subjects out of the welter of mediocrity.

JOSEPH RICHARDS COMPANY, Inc., 247 Park Avenue, New York City

**RICHARDS "Facts first—then Advertising"**

# Formletteritis

An Insidious Disease Which All Executives Ought to Guard Against

By Frank M. Barber

**A** BANK president speaking: "It brought me up standing—a piece of mail which came to my desk. It was in the business envelope of one of our best customers. The envelope was addressed to me and it was marked 'Personal.'

"The enclosure? Simply one of our own letters which had gone to this important customer. He had sent it back to me wrapped in a silence complete except for an eloquent black question mark which had clearly been put there by an angry man.

"My instant reaction of concern that a good friend had been subjected to a palpable affront gave way to amazement that such a letter could have left our establishment to whomsoever under any circumstances whatever.

"The worst was yet to come. The incident proved to be but a hint of the mess which I uncovered."

The whole of the president's story would make a book. Some of the highlights, perhaps, will suffice.

The man to whom the revealing letter had gone had been a depositor in the institution almost from its beginning. He had been instrumental in sending new business to the bank; his own balances had grown with his business in healthy fashion. Such was the man who had received the following letter:

Will you please come to the bank at your early convenience? I wish to discuss your account with you.

And that letter was signed by an assistant cashier! Yet, the youngster who did that thing was just about as little to blame as he well could be.

Naturally, the president went to the bottom of it. Some time back he had given his executives, major and minor, a sharp talk. He had said, among other things:

"Watch very closely the balances

of the accounts with which you have to do. If you see an average balance slipping, do what you can to jock it up. In the cases of the smaller accounts, if you think you see signs that any such account is approaching the danger point where we might have to make a service charge for handling it, see if you can't have a pleasant little talk with the depositor, to help him bring his balances up."

It was to be expected that the suggestions of the president would be followed, and the major executives followed through by talking to the minor executives along the same lines. It was one of the senior assistant cashiers who started trouble when he let it be known that he had saved a lot of work by fortifying himself with a barrage of form letters, which, he said, covered just about every conceivable case that might come up. It became a form-letter passion with him, and the younger of the youngsters, some of them, took a leaf from the book of this older.

Then there was a housecleaning. It disclosed a pestilential epidemic of formletteritis. There were long form letters and short ones, sweet ones and sour ones, conciliatory and uncompromising, sane ones and mad ones, good ones and bad ones.

And the bad ones! Illogical, tactless, utterly lacking often in good taste or dignity, appallingly faulty in grammar and rhetoric, generally hopeless.

For instance, this letter to go to a depositor whose check-book balance fails to reconcile with the bank statement and who has written in:

We beg to acknowledge (sic) your favor (sic) of the 12th Inst. (sic). We fail to discover any error in the statement already sent.

Aside from the obsolescence of the diction in the letter, its impudent terseness is manifest.

Within an hour after the ghastly

More Than One Half Million Wisconsin Readers Every Day

# *Building Toilet Goods Sales Most Economically*

TO REACH and sell the greatest number of women in the Milwaukee-Wisconsin market at the lowest possible cost per sale, these leading advertisers of toilet goods used The Milwaukee Journal exclusively in 1925.



*Blondes*  
*Canthrex*  
*Colgates*  
*Coty's*  
*Elizabeth Arden*  
*Fiberloid*  
*Mary T. Goldman*  
*Jarnac*

*Kirk's Jap Rose*  
*Lifebuoy*  
*Sweetheart Soap*  
*Gulden Peacock*  
*Ed. Pinaud*  
*Nourishine*  
*Squibb*  
*Watkins*

**You need only one paper to build a maximum volume of business most economically in the rich Milwaukee-Wisconsin market—**

# THE MILWAUKEE JOURNAL

**FIRST BY MERIT**

*Read by More Than Four Out of Five Milwaukee Families*

spectacle had been laid bare, every form letter in that bank went into ignominious discard. A general order was issued providing that thereafter no form letters were to be used. It was established as an inviolable policy that this bank's dealings with its depositors were essentially matters of individuals and cases and that forever after the letter must go to the individual and fit the case.

And just to show you how it worked out in so delicate a matter as a letter of condolence, this story may be told. A presidential letter went to the widow of a man who had been a desirable depositor and a good friend. It was short, a model of good taste, radiating a sympathy which relations justified, with enough of the intimate clearly to demonstrate that it was to do with the memory of the individual man.

In the day's work that letter had been forgotten at the bank until one day it was recalled in astonishing fashion. It developed that the man who had passed on had been far wealthier than had been generally known. There were to his credit in several other banks very substantial balances. When the estate was finally settled, the widow, the sole beneficiary, told the executors of the president's "beautiful letter," the only one, by the way, she had received from a banking institution, and requested them to transfer from the several banks all the funds of the estate to the bank from whose president the human little letter had come. The news reached the bank in the form of a letter from the executors, advising the institution of forthcoming deposits of about a quarter of a million of dollars, and enclosing an initial check for \$65,000 for deposit.

Would a fulsome, tedious, tactless, machine-made form letter have done it?

Form letters are very dangerous—for banks and other institutions!

#### Appointed by Pacific Coast Biscuit Company

R. K. Kiningham has been appointed general manager of the Pacific Coast Biscuit Company, Seattle.

#### National Campaign for White Sewing Machines

A national advertising campaign is being planned by the White Sewing Machine Company, Cleveland. The John S. King Company, Inc., advertising agency, also of Cleveland, has been appointed to direct this campaign.

In response to an inquiry from PRINTERS' INK, in regard to its advertising plans, L. A. Woolsey, advertising and sales promotion manager of the White company, writes: "Our plans are really in the making and about the only thing we can say at this time is that we are going into the national field. How extensively and in what papers has not been definitely determined."

#### G. F. Lord to Manage Star Car Sales

George Frank Lord has been appointed general sales manager of the Star car division of Durant Motors, Inc., New York. He has been associated with Colin Campbell, vice-president of the Durant company, for several years. Mr. Lord was formerly advertising manager of the Chevrolet Motor Company. He also had been for ten years director of advertising of E. I. du Pont de Nemours, Wilmington, Del.

#### McCann Has San Diego Community Account

The San Diego-California Club, San Diego, has placed its advertising account with the Los Angeles office of The H. K. McCann Company.

The McCann agency also has been appointed to direct a national advertising campaign for the newly organized Borderland-Climate Club, Douglas, Ariz.

#### Will Direct Colgate Cosmetic and Perfume Advertising

Colgate & Company, have appointed Young & Rubicam, New York advertising agency, to direct the advertising of their line of cosmetic and perfume products.

The George Batten Company, as heretofore, will direct the advertising of Ribbon Dental Cream, toilet and laundry soaps and shaving preparations.

#### Orange Drink Account for Joseph Richards Agency

The Burnee Corporation, New York manufacturer of Nedick's orange drink, has placed its advertising account with the Joseph Richards Company, Inc., New York advertising agency.

#### Jewelry Account for N. W. Ayer & Son

J. E. Caldwell & Company, Philadelphia jewelers, have placed their advertising account with N. W. Ayer & Son, Philadelphia.

New England's Second Largest Market

## Providence Has Telephone for Every 4.8 Persons

A recent national survey shows Providence to be high up on the list of cities having large numbers of telephones in proportion to their populations.

There are 21.3 telephones for each 100 persons—a pretty high average when you find New York City with 21.7.

## *The Providence Journal* and *The Evening Bulletin*

give you excellent coverage in this prosperous market.

**Circulation  
105,221 Net Paid**

## *Providence Journal Company* *Providence, R. I.*

Representatives

Chas. H. Eddy Co.  
Boston New York Chicago

R. J. Bidwell Company  
San Francisco Los Angeles Seattle

# A Fortune Founded

THE great fortune of John Murray Forbes, the famous merchant and investment banker of Boston, was founded largely on the confidence of two Chinese merchants whose acquaintance he made while traveling in the Far East. Such was the confidence which these oriental gentlemen reposed in Mr. Forbes that they gladly permitted him to invest large sums of their money in American securities which proved profitable to all concerned.



# Leon Confidence

Hundreds of thousands of Chicago citizens repose much the same confidence in the financial advertising in The Chicago Daily News as the Chinese merchants placed in Mr. Forbes. As Chicago's home newspaper, with 400,000 average daily circulation, The Daily News is the customary buying guide of the great majority of Chicagoans whose incomes enable them to purchase investment securities.

Advertising space in The Daily News is an investment in confidence.

## THE CHICAGO DAILY NEWS

*First in Chicago*

Member of The 100,000 Group of American Cities

*Total Display Advertising, First 8 Months of 1926*  
 The Chicago Daily News 11,059,989 agate lines  
 The next daily paper 9,359,736 agate lines

*Advertising Representatives:*

NEW YORK  
 J. B. Woodward  
 110 E. 42d St.

DETROIT  
 Woodward & Kelly  
 Fine Arts Building

CHICAGO  
 Woodward & Kelly  
 360 N. Michigan Ave.

SAN FRANCISCO  
 C. Geo. Krogness  
 253 First National Bank  
 Bldg.

**Roger W. Babson states:** "The farmers are the great potential buyers of America. The United States still is an agricultural country, depending for its essential prosperity upon the crops more than upon any other single factor."



.... and Oklahoma farmers prove it!

**B**ABSON'S statement that the farmers are the backbone of America's prosperity is convincingly proved by the fact that Oklahoma, rated 73% rural by the Government Census, is today the brightest spot on the official trade map of the U. S. Chamber of Commerce. Oklahoma farmers are having the most productive crops in history! Wheat has made a new state record; corn is 10,000,000 bushels ahead of the last 5-year average; cotton is forecast to equal the record made last year . . . every major crop is bringing tremendous new wealth to the big Oklahoma market. Now is the time to go after new business in this rich market! Advertise your product to all of Oklahoma's farmers through their only farm paper, the Oklahoma Farmer-Stockman.

Carl Williams  
Editor

**The OKLAHOMA  
FARMER-STOCKMAN**  
Oklahoma City

Ralph Miller  
Adv. Mgr.

E. KATZ SPECIAL ADVERTISING AGENCY  
New York Chicago Detroit Kansas City Atlanta San Francisco

# Our Jobbers' Salesmen Feel as Though They Were on Our Payroll

This Attitude Has Been Built Up by Means of a Number of Carefully Planned Policies

By J. E. McMahon

Advertising Manager, Graton & Knight Company

"I'VE always felt as if I were on your payroll even though my name is not on your books. I know your product thoroughly, how you make it, how it should be installed and cared for, why it lasts longer, why it's worth more and what's really important I've shown that I know how to sell it."

The speaker was a salesman who had been employed for many years by a Southwestern jobber. Certain responsibilities in connection with his family had made a change of location necessary and he was asking our sales manager for a selling job in the section of the country where he would have to make his new home.

His interview proved that he knew our product. He talked of sales possibilities on certain items with almost the knowledge and assurance of one of our own men and it was true that he had obtained a splendid volume on our products in the territory which he covered for the jobber.

The outcome of the interview is not important but it may be worth while to discuss the methods and policies which helped make that jobber's salesman feel as if he were on our payroll, for after all it is this feeling of closeness, coupled with the possession of positive selling information, that makes any jobber's man do more than merely carry the manufacturer's line of merchandise in his price book.

The methods and policies employed to bring the jobbers' men closer to our own organization may be classified as follows:

1. Effort on the part of the manufacturer to secure the good-will of the jobbers' men.

2. Effort on the part of the manufacturer to provide the jobbers' men with

information regarding the company and the product.

3. The work of the manufacturer's salesmen with the jobbers' men.

*Effort on the part of the manufacturer to secure the good-will of the jobbers' men.*

The jobber's salesman frequently looks upon the home office of the manufacturer as a place where affluent nephews and cousins of the president devise plans which make it harder for him to sell the product. True, he feels that the sales manager and assistant sales manager are all right (he knows them) but he figures that they are on the road all the time and that when they are out his chances of getting assistance from the manufacturer are poor indeed. It is the aim of this company, however, to build a feeling of business friendship, not only between the jobber's organization and our sales officials, but also between resale men and our whole organization.

To be sure, managing and manufacturing executives cannot take a few weeks away from business each year to make a tour of the country meeting distributors' salesmen, but many times, however, business takes the president, vice-president, general manager or superintendent to cities where jobbers are located and time can nearly always be had for at least a brief call. Not long ago, the managing head of the business was on a trip to the Coast and he found time to meet a large number of the jobbers' men in that section. Once started, this idea of home office men stopping in for a little visit with their resale organizations becomes almost a regular part of each business trip, and this company feels that these

little visits do a great deal toward placing our relations with the jobber on something more than the usual commission basis.

Jobbers' men are on the mailing lists of many manufacturers but letters sent to them generally come from the sales manager's office and usually they are rather forceful communications, designed to serve as an incentive for increased sales. Below is part of a home office letter written from what we feel may be a different viewpoint. This letter was signed by the vice-president and was sent personally to jobbers' men at their home addresses:

When a manufacturer closes his books with an increase in sales volume of over a million dollars he naturally feels grateful to those who have made such success possible.

None deserve greater credit and to none do we owe a greater debt of gratitude than to our jobbers and our jobbers' men.

And so, we thank you for your generous support, for your faith in our products, and for the work in our behalf, etc.

Cordially yours,

Similar letters carrying a few words of good news or a brief message of interesting developments in the business are sent out when the opportunity arises. They represent an important part in the home office effort to secure the good-will of the jobbers' men.

*Effort on the part of the manufacturer to provide the jobbers' men with information regarding the company and the product.*

Anyone who has made sales calls with a jobber's man has learned that he will always stress the line he knows most about. For example, if a jobber hires a man who formerly covered the territory for a saw manufacturer, that man will naturally push saw sales because he knows more about saws than he does about nails or pipe or rope. He is reluctant to offer for sale a commodity with which he is unfamiliar. In the presence of a buyer he hesitates, rightfully perhaps, to show this lack of definite knowledge. Many times when selling with a jobber's man, I have seen him lay his big red book before the buyer and say:

"I don't know much about this line but we can figure it out from the book."

All manufacturers, of course, want the jobber's man to know their line and are ready to provide him with information intelligently to sell the product. But there is vigorous competition in this matter of making the jobber's man familiar with the line. He carries hundreds of different products in his bulky price book and it is difficult to lift any particular product above the level of the others as regards specialized knowledge of that product.

It is our belief that merely sending the jobber's man catalogs and sales literature to look over will not teach him what he really should know. Catalogs and leaflets are prepared for a buyer; the jobber's man must be handled as a seller. We try to place selling information before the jobber's man in such a way that he will absorb the essential points and remember them when talking with a buyer. The work of keeping the jobber's man well posted on our company and its products is carried out under the following plan:

1. Informative letters called "Getting Better Acquainted" letters are sent periodically to each man at his home address.

2. Sales letters which go to our own men are also sent to the jobbers' men.

3. New sales literature, published from time to time, is always sent to the jobbers' men with a letter explaining its purpose or emphasizing an important point.

4. Condensed catalog insert sheets are provided for each jobber's salesman.

The "Getting Better Acquainted" series of letters to jobbers' men was started in 1923, and from comments made by jobbers and their men we believe this series has done much to bind our resale organization closer to us. These letters are usually three or four pages long with an appropriate cover page. On the cover page is stated the purpose of the series—"that knowing us better you may have even greater confidence in us and our product." Practically nothing is mentioned in these letters about selling. They're not designed to create sales enthusiasm,

but rather to give a man a substantial background of usable information. The whole series is informative and is in no way linked with high-pressure selling methods.

Leather happens to be our business and in these letters we stress unusual and interesting facts about this commodity, weaving in at the same time specific information relative to various grades, the uses for which certain kinds are best adapted and similar information which a seller should have. The subject matter of one letter may deal with differences in summer and winter hides, domestic and foreign hides, etc. Others take up questions of tanning, of raw material control, of quality of various tannages and leather cuts. Even a casual reading of these letters adds to a man's knowledge of the company and the product and, we believe, gives him confidence in meeting the questions of a prospective purchaser. The "Getting Better Acquainted" series has been a strong factor in strengthening our relations with the jobbers' men.

If a manufacturer writes his own men telling them of the success of a certain product in a particular field, or of a new use for an old product, he is not really completing the job unless such valuable information is passed along to the jobbers' men. The practice with this company is to send such communications direct to the jobbers' men. Some of the material sent may not be entirely relevant to the man's work but, nevertheless, we feel that the cumulative effect of such a practice is to make him realize that we consider him part of our own organization.

When new booklets or leaflets are prepared, the jobber's man is not forgotten. He is sent his copy at the same time as the direct representative. Sometimes, the requests from jobbers' men for a supply of such literature are even greater than from our own men.

The practice of issuing catalog insert sheets for price books carried by jobbers' men is, of course, general with most manu-

facturers. Our aim, in this respect, is to give the man as much information as possible in a small space and also to list the data which help the salesman furnish the right material for a given purpose.

*The work of the manufacturer's salesmen with the jobbers' men.*

Efforts from headquarters are, of course, greatly discounted if the men in the field cannot preserve the feeling of closeness between the jobbers' men and the manufacturer. Some men naturally can do more than others toward securing the full assistance of the jobbers' sales force as is shown by the loss of volume which results occasionally when a factory man is changed in a jobber's territory.

In general, our men employ the following methods in this effort to strengthen our relations with their jobbers' men:

1. Informal talks with the jobber's sales force.
2. Personal work in the field with each man.
3. Keeping in touch with the men by mail.
4. Trips with jobbers' men to branches or factory whenever possible.

There is no definite plan followed in arranging to gather jobbers' men together for talks on the company and the product but the progressive salesman makes it a point to hold these little meetings whenever the opportunity arises. Sometimes they are planned a few weeks ahead but more frequently they originate when our man happens to be in the jobber's place of business on a Saturday morning and either our man or the jobber suggests getting together with the men for a brief meeting. Formality is avoided in these meetings; they are conducted as if all in attendance were salesmen working for the same company and had met for a little discussion. The subjects covered are the proper use of the product, the way it is constructed and its comparative value with respect to similar products in the field.

It appears to us that the jobbers' men prefer to have the regular man on the territory talk to them rather than any special

representative from the home office. They hear so much about "educating the jobber's man" that we feel they are not in sympathy with any set system which appears to be part of a plan to impart knowledge by what they may consider scholastic methods.

Perhaps the most important work in coupling the jobber's organization effectively with our own is done by the direct representative when he is working with the jobber's man in the field. Working together and actually making sales calls brings out information and selling points which the jobber's man can use when traveling alone. Then there are evenings together when the work of the day is discussed and plans made to secure tomorrow's orders. Such close association is sure to give the jobber's man intimate acquaintance with the manufacturer's policies and products.

Some factory men use letters to good advantage in securing the co-operation of the jobbers' men. They hear of prospective purchasers in the section a jobber's man covers and since they know him personally they write him relative to the possibilities of securing the business or to offer help if necessary. I know a manufacturer's salesman who attributes a large part of his success with jobbers to the practice of writing the men whenever he has anything worth writing about.

Our men endeavor actually to show the jobber's man how the product is made whenever it is possible to do so. Bringing a man to visit a branch or to the main factory itself is just one more means of increasing that man's knowledge of the goods he is selling and of the company behind these goods. Time is always a factor in such things but the factory man who is instructed by his sales manager that such trips are part of the company policy can usually arrange matters and generally the jobber is ready to cooperate with him.

Not every jobber's man can be made to feel as if he were on the manufacturer's pay-roll, nor can

such a feeling take root in a short time. It is our belief, however, that combining the efforts of the home office and the men in the field along the lines discussed, has done much toward increasing the interest of the jobber's man in the product and in the company. Communications from the manufacturer, regular distribution of information, sending out bits of interesting news, an occasional friendly visit, association with the men on the road, assistance in getting profitable orders, visits to the factory, are all everyday practices which offer nothing startling in their newness and ingenuity. Maybe much depends on the way these ideas are carried out, or perhaps this spirit of friendliness and business intimacy between the jobbers' men and the manufacturer comes from applying these principles year after year in one's relations with these men.

#### R. S. Butler, Advertising Manager, Postum Cereal

Ralph Starr Butler has been appointed advertising manager of the Postum Cereal Company, Inc., New York, Postum Cereal, Grape Nuts, Post Toasties, Post Bran Flakes, Jello-O, Swan's Down Cake Flour, etc. His appointment becomes effective September 20.

For eight years Mr. Butler was with the United States Rubber Company, which he joined as director of commercial research. In 1920 he was appointed advertising manager, which position he held until early in 1925. More recently Mr. Butler has been with the Devoe & Raynolds Company, Inc., New York, as advertising manager.

#### R. A. Rawson Joins Elcar Motor Company

R. A. Rawson has been appointed sales manager of the Elcar Motor Company, Elkhart, Ind. He was formerly vice-president and manager of the Stutz Indianapolis Company, sales agency. Previously he was in charge of sales development work in the Stutz factory organization.

#### Bissell & Land Appoint Copy Chief

Bissell & Land, Inc., advertising agency of Pittsburgh, has appointed Francis Odone as copy chief. He was formerly advertising manager of the Beneficial Operating Bureau, New York, and he also had been associated with the John O. Powers Company, of the same city, for several years.

# The Bulletin's Growth is the Romance of Philadelphia



THAT the people of Philadelphia, Camden and vicinity appreciate the efforts of The Bulletin to give them all the news of the day as fairly, as exactly and impartially as it can be laid before them, is attested not only by the fact that the name of The Bulletin has become as a household word among them, but that its circulation reaches far beyond the highest point ever attained by a Philadelphia newspaper.

When The Bulletin passed to its present management thirty years ago, its daily circulation was less than 5,000 copies. Today it exceeds 533,000 copies daily—a copy for nearly every one of the 550,000 homes in the Philadelphia-Camden retail trading area—America's third largest market.

**This evening, and every evening, The Bulletin is read in more than 533,000 homes—nearly every home in and around Philadelphia and Camden.**

The population of the Philadelphia-Camden trading area is 3,300,000 people. U. S. Census figures give the size of the average family as 5.4 persons. Divide this into the total population and the answer will show you plainly that through one newspaper—The Bulletin—your advertisement will reach "nearly everybody."

*New York—247 Park Avenue, Park-Lexington Building  
Chicago—Verree & Conklin, Inc., 28 East Jackson Boulevard  
Detroit—C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Boulevard  
San Francisco—Thomas L. Emory, Verree & Conklin, Inc., 681 Market Street*

Sept. 16, 1926

# “OUR SALES the first six months were \$335,000 ahead of last year's figures”

10 WALL STREET  
28 CORTLANDT STREET  
28 JOHN STREET  
531 BROADWAY—  
306 FOURTH AVENUE  
125 WEST 125TH STREET  
125 EAST 42ND STREET  
125 WEST 125TH STREET  
533 WEST 18TH STREET  
1011 E. B. BOULEVARD  
120 E. FIFTH AVENUE

**DAVEGA**

*United Sport Shops*

“NEW YORK'S RELIABLE RADIO STORES”

EXECUTIVE OFFICES  
531 BROADWAY

TELEPHONE  
STUYVESANT 7300

NEW YORK CITY

September 8, 1926

The Evening Journal  
2 Columbus Circle  
New York City

Gentlemen:

We know that it will be very pleasing to you to hear of the very fine results which we have been receiving from our advertising in the Evening Journal.

Of course we know you have the largest circulation of any evening newspaper and we attribute the remarkable increase in our volume of sales, in a very large measure, to the benefits of our advertising in the Evening Journal.

As you know, we have already used up our contract and will run many thousands of lines over and above our original contract. For your information, our sales the first six months were \$335,000 ahead of last year's figures. We certainly expect to reach that \$3,000,000.00 mark this year, with the splendid cooperation which we have been receiving from you and your newspaper.

We will certainly be only too glad to recommend The Evening Journal as an advertising medium for anyone who wants to get results.

With very best wishes to you and the rest of the Journal organization, we are

Yours very truly,

DAVEGA, Inc.,

(signed) ABRAM DAVEGA

President

A. Davega:JER

913 H

# DAVEGA'S remarkable sales increase due largely to Evening Journal advertising

Manufacturers and merchants interested in selling Sporting Goods and Radio to Metropolitan New York should read the proven sales experience of DAVEGA set forth in the letter reprinted on the opposite page.

Mr. Abram Davega, states: "We attribute the remarkable increase in our volume of sales, in a very large measure, to the benefits of our advertising in the Evening Journal."

In the fifty-mile area surrounding Manhattan, the New York Evening Journal has 657,530 copies a day—it exceeds the next two papers combined by 129,360!

DAVEGA invests more money yearly in the New York Evening Journal than in any other New York newspaper because the Evening Journal is a home newspaper that covers New York intensively and produces the greatest sales volume.

Nearly half of all the people who buy any New York evening newspaper buy the New York Evening Journal—and take it home where it is thoroughly read by over 2,000,000 men, women and children.

For twenty-seven consecutive years this newspaper has had the largest evening circulation in America.

**CIRCULATION FOR SIX MONTHS ENDING  
MARCH 31st, 696,447 DAILY, NET PAID**

## NEW YORK EVENING JOURNAL

*America's largest evening newspaper circulation  
... and at 3c a copy daily, 5c Saturdays*

*New York Office: 2 COLUMBUS CIRCLE, New York City*

*Chicago Office*

913 Hearst Building, Chicago, Ill.

*Detroit Office*

General Motors Bldg., Detroit, Mich.

# Detroit's Market Basket Guide Is The News



*Prints Twice as Much Food  
Advertising as Any Other Detroit Paper*

In every community there is one newspaper that is the outstanding home medium. Because of its 53 years of purposeful devotion to the best interests of Detroit and because of the clean character of its contents, The Detroit News is essentially the home newspaper of America's fourth city and has the largest circulation either week days or Sunday in Michigan.

Advertisers of experience recognize the intrinsic worth of such a medium in their patronage. That is why The Detroit News leads America in advertising. Food advertisers, in particular, know the value of a newspaper with so strong an appeal to the home purchasing agent. They have, therefore, placed 523,178 lines of food advertising in The Detroit News during the first seven months of 1926, more than twice as much as appeared in any other Detroit newspaper.

# The Detroit News

Detroit's HOME Newspaper

# Eleven Ways Salesmen Can Help Department Store Buyers to Buy

These Ideas, If Carried Out, Would Make for More Economical Selling All Around

By a Department Store President

FOR the last year or so, department stores have spent a great deal of effort and money to make it easier for the manufacturer's salesman to sell to store buyers. Prominent stores such as Bloomingdale, Macy and Namm, have taken the lead, in co-operation with the National Council of Traveling Salesmen's Associations, in working out ways to save the salesman's time when he calls at the big stores.

Special buying space has been arranged to accommodate salesmen with a maximum of speed and comfort; buying hours have been advanced, so the salesman can get an early start on the day; buyers have been instructed to see every caller and special systems have been devised for giving information, so that the salesman need lose no time waiting for a buyer. A man without samples is allowed to have a word with the buyer and receive a nod or a shake of the head while a man with samples is getting them unpacked; there are special conveniences of many sorts, such as telephone booths and boxes for suggestions, elevators for trunks, and checkrooms.

In brief, stores all over the country have been doing much to help the manufacturer's salesman save at least part of the vast sum which is estimated to be lost annually in needless waste of the salesman's time.

We have profited from this co-operation by broadening our general view of the buying field. Many manufacturers who never sent salesmen to our store now are showing us their products and enabling us to take advantage of more good merchandise than hitherto. By helping the manufacturer's salesman to sell, therefore,

we have helped ourselves also.

But there is another side to the situation. It is what the manufacturer's salesman can do to help the store buyer to buy more quickly and more efficiently.

With a view, then, of still further cutting down waste selling hours by bringing the manufacturer and the store even closer together, I should like to offer eleven suggestions that point out how the manufacturer can co-operate and, while helping the store, help himself. These suggestions can be used by manufacturers' salesmen in selling to large and small department stores all over the country.

## HELP SAVE TIME

(1) The first way in which the manufacturer can contribute to the plan of cutting down the time it takes our buyers to buy, is to see that his salesmen come to the store early, and that they do not try to slip in after the closing hour.

With the buying period beginning at two o'clock, for example, the buyer quite evidently has needlessly lost thirty valuable minutes if the first salesman does not come in until 2:30. On the other hand, if a salesman tries to get past the barrier after four o'clock, he is then disrupting the buyer's schedule and taking him away from other equally important work. But these, of course, are self-evident facts that are easily appreciated, though they are often forgotten.

There are other ways, however, ways not quite so obvious, in which manufacturers can help our department heads to buy.

(2) One of these concerns itself with the kind of salesman sent to the store to open an account. The salesman should be empowered

with full authority to talk quantity prices and terms. He should be in a position to answer at once if he is asked about fifty-gross lots. He should be able to give a definite "yes" or "no," and, if he says "yes," to follow up the order with full responsibility until it is delivered to the store.

Our buyers are authorized to pass judgment on merchandise. Whether they buy in large or in small quantities, they are equipped with the knowledge and power to make offers and accept terms. They can buy right then and there. Therefore, if the salesman is not in a position to quote prices on the spot; if he cannot make terms at the time he is interviewing the buyer; if he cannot close the deal at the moment, he wastes the buyer's time either by going to the telephone to talk with his office or by letting the interview hang fire and returning to complete it at a later date.

I should say that, on the first visit at least, when a new line is being presented to the store, the manufacturer should send an executive of the firm.

(3) Another point where the manufacturer's representative can help is by not resenting the fact that an assistant buyer is in the sample room occasionally. Often, a salesman will refuse to do business with an assistant and will insist upon returning when the buyer himself is present.

This is a great waste. In the first place, the assistant has authority to buy, and each transaction in which he or she takes part is that much more training. By refusing to do business with the assistant, the manufacturer's man not only loses his own time, but he does not make proper use of the store's time. Secondly, the salesman who comes again to see the buyer, makes the department head duplicate work which the store deemed advisable for the assistant to handle alone.

(4) Again, the salesman can help the buyer buy, if he regards his interviews from the viewpoint of quality rather than quantity.

A certain type of salesman be-

lieves, because a buyer has hours on Tuesday and Thursday, that it is up to him to visit the buyer both days, whether he has something to offer or not. While this seems elementary in the extreme, it nevertheless is a fact that many manufacturers permit their men to waste the department head's time by calling with the same goods immediately after a turndown.

The plan of certain successful salesmen might well be followed in respect to this point. These representatives come up to the buying floor, not with their full line, but with only a few good items at a time. If they are turned down on Tuesday, they do not return on Thursday with the old goods but come with new merchandise which they did not show previously. Thus, they keep in constant touch with the buyer with no wasted time at all.

Others drop in on Tuesday and briefly announce that they are working on a special which they will bring to the store Thursday. By this means, they prepare the buyer for their goods and have the latter's interest the moment they show their sample on Thursday.

(5) The salesman can save time and make it easier for the buyer to buy if he will determine the exact market which the store offers.

As a bond salesman does not try to sell \$1,000 lots to a customer with a \$20 a week salary, just so a good salesman does not try to sell the department store an article that is entirely above its range. This applies equally well to articles that do not come up to store standards. The salesman can co-operate by studying the store needs.

(6) Furthermore, the efficient salesman will have his selling talk in concise form and will get right down to business the moment he reaches the buyer, instead of being bombastic, or being elaborately concerned with the buyer's health and family, or being unduly inclined to skylark.

(7) He can also make the department head's job easier by accepting "no" for an answer when

# 2nd Annual I.R.E. (Indianapolis, Radio Exposition)

Radio's Greatest Opportunity  
in the Middle West's most  
profitable radio market . . .

**A**GAIN, the radio "consumer" of Indianapolis, through the Broadcast Listeners' Association, is inviting the radio industry to show its latest and best in the second annual Indianapolis Radio Exposition. October 25th to 30th.

Remember this is the consumers' show. Instead of being invited by the manufacturer to an exposition, the consumer has invited the manufacturer to stage one for him. It will be a great exposition, of outstanding importance in the whole middle west.

Interest in radio is intense in Indiana. Indiana is the center of the radio belt.

Riding on the wave of popular enthusiasm generated by the radio exposition and tapping the tremendous buying resources of this rich market through consistent advertising in The News, radio manufacturers can confidently look forward to a remarkable fall selling season in the Indianapolis Radius.

Many manufacturers are reserving space already in the special tabloid Exposition Number of The Indianapolis News — October 23rd, two days prior to the opening of the Show.

## The Indianapolis News

FRANK T. CARROLL, *Advertising Director*

New York

DAN A. CARROLL  
110 East 42nd St.

Chicago

J. E. LUTZ  
The Tower Building

the buyer means "no," instead of believing that he is only being joshed. This tendency not to take the buyer seriously is evident most often among the younger salesmen who are always fooling among themselves and who lose sight of the fact that the buyer usually is serious.

(8) Another elemental, but none the less important point that is overlooked by many salesmen, is that of not rushing the man who is engaging the buyer's ear and eye.

While it is only ordinary courtesy to let the man ahead have full time to present his case, the aggressive salesman overlooks the fact that by waiting patiently he not only is polite but really is saving the buyer's time and his own, for the reason that a careful, unhurried presentation of a sales story will put over or fail to clinch a sale at once; whereas a hurried presentation may leave the buyer in doubt and more often than not will necessitate going all over the sales ground a second time. The manufacturer who teaches his salesmen to be patient while the man ahead is holding the buyer's attention does much to help the store and himself.

(9) Still another way in which the salesman can ease the buyer's load is to keep the buyer informed on price changes. A year ago we had a striking case of how much a little carelessness on the part of a salesman can bring to the buyer in time and trouble. One of our department heads staged a demonstration for certain merchandise through the entire month of September. For this complete period, he used a price based on the last word from the salesman. During the event, however, he indirectly learned that the manufacturer had reduced the price, effective September 1. The manufacturer's salesman had forgotten to make the change known. The consequence was a great loss of time in making adjustments all along the line. Also, the buyer lost a certain faith in the integrity of the manufacturer.

(10) Not only by knowing all

about prices can the salesman make it easier for the buyer to buy, but he can greatly facilitate purchasing by knowing such other facts as the cost of manufacture, the origin of the goods and so forth. When he is fully acquainted with his merchandise and knows more about it than the average salesman knows, he can handle important details quickly, details which, without this knowledge, would require undue time to settle.

(11) I should say that the last, and perhaps the most important of all ways for the manufacturer to co-operate with the department head is to send a salesman of intelligence.

During the last twenty-five years it has been my observation that the type of department store buyer has steadily bettered. The average buyer today is a keener, more intelligent man than he was twenty or thirty years ago. This is due, largely, to a change in the general American attitude toward the importance of retail distribution and the consequent influx of college trained men into the field.

Besides helping the department head by sending salesmen of equally high intelligence, the manufacturer, at the same time, can help himself to an unlimited degree. In the course of interviewing buyers in a dozen stores, the intelligent salesman will learn what is the standing of his line in those stores and will be able to bring this valuable information to the manufacturer.

Not only this, but the keen salesman will bring back a dozen profitable ideas from these stores, because buyers, as a rule, are very free in their criticism of the merchandise shown them. Such criticism and ideas are invaluable.

If I were a manufacturer trying to reach department stores, I think I should act occasionally as salesman for my own company and go around to the buyer's office to see how my line was considered. Not only would the things I learned in this way make it easier for me to sell, but they would make it easier for the store buyer to buy.

## ELECTRIC REFRIGERATION

THE past twelve months have witnessed a remarkable expansion in the field of electric refrigeration for the home. Fifty-nine individual concerns are now manufacturing and marketing as many makes of iceless refrigerators.

The Research Department of the Condé Nast Publications has been in close touch with this unusually rapid development. This department has prepared a comprehensive analysis of the existing market for electric refrigerators, covering both the retail outlet and the consumer.

*We shall be glad to arrange a presentation of this information for any manufacturer of electric refrigerators or for his advertising agent.*

## THE CONDÉ NAST GROUP

19 West 44th Street

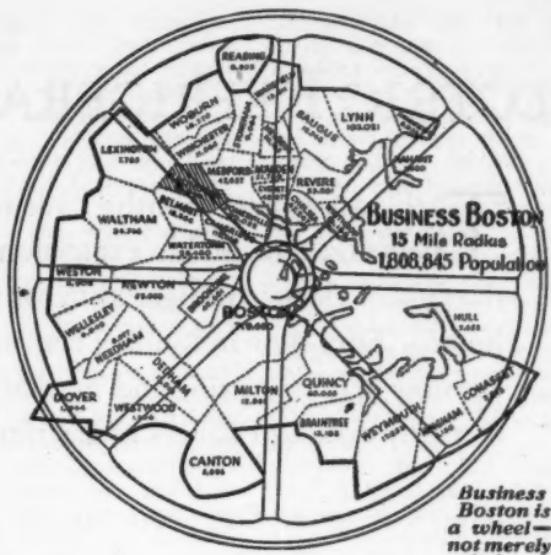
New York City

Vanity Fair

Vogue

House & Garden

*All members of the Audit Bureau of Circulations*



*Business  
Boston is  
a wheel—  
not merely  
a hub*

## Boston proper is but one borough of the 40 that make up Boston

Boston is a town and Arlington is a town, but never are the two separated, save by the artificial lines on the map. For what Boston desires, Arlington wants; what Boston does is done in Arlington too; what influences Boston also is felt in Arlington.

For Arlington is a part of "Business Boston"—the Boston that can be influenced by the national advertiser. This is the great, thickly populated area lying within a radius of fifteen miles of the center of Boston and dominated by the Boston newspapers. Within it are 40 towns, each individual and distinct in census statistics, but actually boroughs of Boston in the trading, business sense. In this, the business man's Boston, live 1,808,845 people.

Double the radius to 30 miles, and you add nearly another million, not quite so concentrated, but still under the same influence and inspiration.

Your Boston, then, contains nearly three million people—an immense entity, accustomed to live well, buy wisely, to create, earn, and spend. This, the fourth richest market in the country, can be yours. But you must know how to enter it.

Sept. 16, 1926

PRINTERS' INK

31



ARLINGTON is an independent community on the map, a populous section containing 24,943 people. Yet in the map of trade it is but a part of Business Boston. Here live commuters and those who serve their home needs. You cannot distinguish these people from those who live in Boston itself.

### Divided strength

While these 40 cities form Business Boston and are apparently a single unit, actually this vast market is divided by an invisible line into two great population groups. These groups differ in sentiment, tradition and origin. They feel and think differently, read different newspapers, are influenced by different appeals. This population diversity is so strong that no single newspaper can appeal successfully to both groups.

To reach both of these population divisions, at least two newspapers must be used—the *Herald-Traveler* and one of the other three leading papers. For three of the four major newspapers in Boston appeal to one group, while the other is covered by the *Herald-Traveler* only. A glance at all four papers will convince you of this.

It is important for you to know more about this strange situation. Let us send you our booklet, "Business Boston." Read it, and you will be ready to enter this market with success assured. Send for it today.

## BOSTON HERALD-TRAVELER

Advertising  
Representative

George A. McDevitt  
Company

250 Park Avenue,  
New York, N. Y.

914 Peppin Gas  
Bldg.  
Chicago, Ill.



For five years the  
Herald-Traveler has  
been first in Na-  
tional Advertising,  
including all finan-  
cial advertising  
among Boston-daily  
newspapers.

## "Reaching the Older Generation Through the Younger One"

So runs the title of an interesting article in a recent issue of "Sales Management."

It is another indication of a definite trend in advertising—selling the parents through the interest of the child.

We have created some interesting examples of how the children may be added to your sales force.

Write or telephone for samples.

## Charles Francis Press

461 Eighth Avenue      Telephone Lackawanna 4300

Printing Crafts Building, New York

# When Salesmen Think Users Are No Longer Prospects

**This Plan Convinced These Salesmen That It Is Decidedly Worth While to Call on Users as Well as Non-Users**

By E. J. Heimer

Secretary, Barrett-Crayens Company

**R**UMOR is current in the West that the gold fields of '49 are coming back into their own again—thanks to some engineers who have perfected a reclaiming device. Many of us can recite other tales perhaps even more startling about apparently worthless scrap-heaps that have been salvaged and new fortunes realized.

As a matter of fact, every sales and advertising manager has a heap or two that will stand a going-over process. In some cases, it may be a much-worked mailing list or a sales plan or idea—and even a mossy ledger of old accounts. More often, however, it is something more live, more obvious and less difficult to revive.

Take the case of the Barrett-Cravens Company, manufacturer of handling equipment—Lift-trucks and Portable Elevators. It has always been the opinion of the Barrett salesmen that users of their equipment were no longer prospects for additional equipment. user was called on for the non-user—and, rightfully so.

Fortunately for the company, the sales manager did not share this opinion with the men. He was of the opinion that while the users in most cases had sufficient equipment to handle the work for which it was purchased, there must be other equally profitable uses in

other departments. It was his idea that systematic effort on the part of the salesmen would develop additional business from this source.

To further this idea in the hope

**SPECIAL INSPECTION REPORT**

If no test has been taken on the other side, go to the other side.

**BARRETT-CRAVENS COMPANY**

THIS FORM WAS THE BASIS OF THE PLAN THAT GOT  
SALESMEN TO CONTINUE CALLING ON CUSTOMERS

of substantiating his claim, periodical letters were sent to Barrett users. In addition, the men were continually urged by letter and through the weekly bulletin to call on Barrett users. Only a few salesmen took the tip.

The problem of securing more business from a field that supposedly was completely sold remained unsolved. How to arrive at a means of assuring the com-

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Sept. 1

pany that all Barrett users would be called on at least annually was the task. But that wasn't all. To have the salesmen visit each user at least annually was one thing. To get the salesman into the plant where the equipment was actually in use, so he could determine the extent of its use, was still another thing. Before the salesman could truthfully recommend the use of additional Lift-trucks, Steeleg Platforms, and Portable Elevators, it was necessary for him to see the actual conditions existing in the plant—the conditions that would warrant more equipment.

As is natural with anything that is given prolonged and intelligent thought, a plan came to mind—a plan that required no test to prove its soundness. Here it is.

A special form was prepared. To emphasize its importance, it was printed on a letter-size sheet of yellow paper with the caption "Special Inspection Report" across the top. The first four lines were devoted to the name and address of the user, the name of the man to see, and then a list of the Barrett equipment in use in that plant. The remaining lines were devoted to such interrogations as "Condition of trucks," "Repair parts required," etc.

As a method of acquainting the salesman with the users in his territory—you see he had neglected some and so had forgotten their names—we typed in the name and address of the company. Directly below, in the proper place, we also typed the models of the trucks in use—this last information gave the salesman an idea as to how well he had sold the installation. When a "Special Inspection Report" had been typed for every Barrett user, the reports were sorted according to territories. They were then mailed to each of the salesmen together with a letter.

The letter introduced the plan—advised the salesmen just how to get the most out of it, and urged them to call on the users as promptly as possible and in that way clean up the reports quickly. It pointed out what an excellent means this was of getting into the

plant and surveying the conditions so recommendations could be intelligently and sincerely made for additional Lift-trucks should the need be apparent. It showed what a good-will builder the plan was.

We felt confident that most of the men would see the merit of such a plan and would co-operate promptly. We had no idea, however, that it would take 100 per cent with the sales force. Consequently, we were pleasantly surprised to find these reports coming in right at the start and from every man—not one failed to see his users. To be sure, it took a matter of ten weeks before the last report was in, because the salesmen, after receiving the reports, sorted them according to location, and thus made it a combing process.

Did it pay? Just study the tabulation of the first 933 reports returned. Note particularly the number of orders received at the time of the inspection. Results such as these permit one to feel reasonably sure that additional orders are bound to materialize from the leads the salesmen must have uncovered through this inspection work.

Corrections in Users List....	203
Orders received .....	22
Value of orders received....	\$4,151.30
Trucks requiring repair parts	79
Trucks in good shape.....	629

The company feels it has accomplished the following results through the plan:

1. Increased their good-will with all users.
2. Definitely secured additional business that otherwise would have been longer in coming.
3. Assured themselves of a thorough canvass of all users.
4. Cleaned up users list—many concerns had gone out of business and their names could now be removed.
5. Secured valuable information for the designing and engineering departments.
6. Better acquainted the salesmen with the construction of their various models.
7. Indelibly impressed the salesmen with the lasting qualities of their equipment.
8. Pepped up the salesmen by acquainting them with many satisfied users.
9. Enabled the salesmen to pacify dissatisfied users.

A reading of this list reveals an

# Announcement

The Chicago Evening American will publish its annual Radio Show Section Tuesday, Oct. 12th.

As in past years this Section will present a complete resume of activities in the industry, together with other editorial features prepared by men thoroughly familiar with their subjects.

The majority of Chicagoans will depend upon this Section for news of the Chicago Show which will be held Oct. 11th to 17th inclusive.

Advertising copy for this Section should be received before Oct. 8th.

**CHICAGO EVENING AMERICAN**

A good newspaper

*Largest circulation of any Chicago evening paper  
and third in America*

Sept. 16, 1926

important factor that was not previously mentioned. After the sales and advertising departments finished their work with the reports, instead of filing the reports, they were passed on to the designing and engineering departments. Data that were impossible to secure heretofore were taken by these two departments from the reports.

Still another point worthy of passing mention is that of better acquainting the salesmen with their products. While making the inspection of each truck, the salesmen were compelled to go over it rather minutely. This gave them an opportunity really to learn their trucks.

All in all, the plan proved so successful that the salesmen voluntarily requested that we make this special truck inspection an annual affair.

### C. F. Chatfield Leaves Barron G. Collier, Inc.

C. F. Chatfield, for the last ten years with Barron G. Collier, Inc., acting during various periods as manager of the department serving advertisers throughout the country and as district sales manager, has resigned. Previously he had been advertising manager of the Newark, N. J., *Star*. At one time he was vice-president of the former M. J. Shaughnessy Company, advertising agency.

### P. T. Carre Joins Los Angeles Agency

P. T. Carre, for nine years with the Hugh C. Maclean Publications, Ltd., Toronto, of which he had been Vancouver manager, has joined the staff of The Mayers Company, Los Angeles advertising agency. At one time he was editor and manager of *Pacific Furniture and Decorative Trades*, San Francisco.

### With Minneapolis Heat Regulator Company

M. D. Jerdee, formerly with the Twin City Film Ad Service, Minneapolis, has joined the advertising department of the Minneapolis Heat Regulator Company, also of that city.

### Tulsa "World" Adds Evening Edition

The Tulsa, Okla., *World*, which is published as a morning newspaper, has started publication of an evening edition.

### Unordered Neckties, What Should Be Done with Them?

SUCCESSFUL FARMING  
DES MOINES, Sept. 3, 1926.  
*Editor of PRINTERS' INK:*

I have been very much interested in the first article by the Little Schoolmaster in the August 26 "Class Room."

I, too, am among those who have been annoyed with the receipt of neckties, handkerchiefs and what not and have about come to the conclusion that the way to stop it was to ignore it entirely. If any considerable percentage of the people who received them did this, it would soon stop.

Just the other day I received a package of neckties from "Blind Pawnee Bill." Your article says I need not return them nor pay for them unless they are used. The question is, what should I do with them? I have no moral right to destroy them as long as they belong to somebody else. I don't want them. And, if I return them, I am in a way at least, encouraging this sort of a thing.

C. A. BAUMGART,  
*Advertising Manager.*

### Appointed by Porcelain Enamel & Manufacturing Company

The Porcelain Enamel & Mfg. Company, Baltimore, has appointed W. Russell Greer as general sales manager. Harry P. Goudy and F. H. White have been made assistant sales managers, directing enamel and plant equipment sales. Paul K. Klaesius is now assistant sales manager, directing enameled product sales.

### German Newspaper Advertises to English Readers

An advertising campaign to increase its circulation is being conducted in English newspapers in Nebraska and Iowa, by the St. Louis *Westliche Post*, a German language newspaper. Nelson Cheaman & Company, St. Louis advertising agency, are directing this campaign.

### Solder Account for Aubrey & Moore

The Chicago Solder Company has placed its advertising account with Aubrey & Moore, Inc., Chicago advertising agency. Advertising in farm, radio, boys' and trade publications is planned for the company's self-fluxing solder and metal mender.

### Granite Advertiser Appoints Olmsted Agency

The advertising account of the North Star Granite Company, St. Cloud, Minn., has been placed with Ward H. Olmsted, Inc., Minneapolis advertising agency. Plans call for the use of trade-paper and direct-mail advertising.



## Jewels are Fashion Merchandise

In jewels women desire more than worth, beauty of cut and setting. There is an intangible element which influences their desires—and their purchases.

### *That Element is Fashion.*

The advertising of jewels, like that of any other fashion merchandise, can guide and strengthen the perceptions, and stimulate the buying desires, of the woman who reads Harper's Bazar.

*The Jewelry and Silverware Trade Supplement is published in conjunction with the November Harper's Bazar. First forms close September 25th.*

# Harper's Bazar

119 WEST FORTIETH STREET - NEW YORK CITY  
Frederic Drake • • • Business Manager

MEMBER A.B.C.

**Sellers of fashion merchandise find a valuable ally in Harper's Bazar**

## **“Sunpaper” Isn’t**

It’s a fact that Baltimoreans say “Sunpaper” instead of “newspaper”.

Saying “Sunpaper” comes so naturally to a Baltimorean, born and bred, that he or she never gives the origin of the word another thought.

Newcomers to the city get that habit almost before they’ve learned their way around town. They don’t have to know their way around town or to the corner newsstand to get a Sunpaper.

For to practically every

# Just a Slogan--

worthwhile home in Baltimore--to every home you want to reach--the Sunpapers are delivered Morning, Evening and Sunday by that smooth-running organization of real business men--the Sun Carriers.

---

Average Net Paid Circulation for Month  
of August, 1926

**Daily (M & E) 245,990**

**Sunday - - - 189,419**

**Gain of 12,270 Daily and 5,818 Sunday  
Over August, 1926**

---

*Everything in Baltimore Revolves Around*

**THE**



**SUN**

**MORNING**

**EVENING**

**SUNDAY**

JOHN B. WOODWARD  
Bowery Bank Bldg., 110 E. 42nd St.  
New York

GUY S. OSBORN  
260 N. Michigan Ave.  
Chicago

C. GEORGE KROGNESS, First National Bank Bldg., San Francisco

**BALTIMOREANS DON'T SAY "NEWSPAPER"  
—THEY SAY "SUNPAPER"**

**we admit  
being unable to do  
more than  
one thing at a time  
so in giving  
you our share of  
coverage for the  
Greater Detroit area  
we must decline  
to accept credit for  
doing a great deal  
"up thru the state"---  
even in the local  
territory you need  
more than  
our Detroit Times  
to do the job right---  
use two evenings  
and two Sundays**

# Private Brands That Will Get Manufacturers' Endorsement

Let the Wholesaler Push Lines Whose Makers Will Work with Him 100 Per Cent

By Lloyd Skinner

President, Skinner Manufacturing Company, (Macaroni Products)

WHEN a wholesale grocer puts out a house brand, he really becomes a manufacturer selling direct to the retail grocer trade. He is undermining the wholesale grocer business just as much as is any manufacturer who sells a retail grocer direct at wholesale grocer prices. Most wholesale grocers have 90 per cent of their capital invested in the wholesale grocer end of their business. It does not seem logical for a wholesale grocer to use 10 per cent of his capital to undermine the other 90 per cent of his business.

Reid, Murdoch & Co., Chicago wholesale grocers, in a recent consumer advertisement, show consumers how, in distributing their private brand, they are saving the consumer the wholesale grocer's profit.

The A. & P. company has recently used a page in a general medium to convince the consumer that the company is a real distributor of nationally known brands of merchandise. Evidently the A. & P. has been pushing its house brands too hard, or it would not make the effort it has to convince consumers that it really wanted to furnish them their favorite brands.

If the A. & P., with some 14,000 retail stores, cannot get by with a private brand permanently, how can any wholesale grocer hope to get by permanently with private brand merchandise?

Some wholesale grocers say that it doesn't make any difference to them what a manufacturer does in some other territory, provided he protects their profit in their territory. Anyone in business should be interested in anything that affects that business, whether it immediately affects him locally or not, because in the long run it

will affect him locally. Few manufacturers or wholesale grocers have taken this fact into consideration, which accounts for a great deal of the confusion in the trade today.

Most manufacturers who sell their merchandise direct at any point to the retail grocer trade at wholesale grocer prices, feel that they have been forced to do this through lack of support on the part of wholesale grocers; and most wholesale grocers who put out a house brand of any item have done so because they feel that they have not been able to get the proper support from certain manufacturers on such items.

In many cases, by allowing their anger at the situation to take advantage of their better judgment, both wholesale grocers and manufacturers have jumped from the frying pan into the fire. When manufacturers do not make an effort to protect the wholesale grocer's profit, they really invite the wholesale grocers to put out a private brand and at least make an attempt to hold onto a profit. When the wholesaler puts out a house brand, he invites the manufacturer to enter the wholesale grocer business by selling his merchandise direct to the retail grocer trade at wholesale grocer prices.

## AN ENDLESS CIRCLE OF CONFUSION

It seems to us that both manufacturers and wholesalers forget that if, in order to get away from confusion, all manufacturers eventually sell direct to the retail trade and thus enter the wholesale grocer business, and all wholesale grocers go to house brands and thus enter the manufacturing business, the present confusion will be even greater. We will in the end have just as many more

wholesale grocers as there are at present grocery specialty manufacturers and just as many additional grocery specialty manufacturers as there are at present wholesale grocers.

I think many wholesale grocers start to put out a house brand as a short cut to a real profit and they forget that it has taken the average grocery specialty manufacturer who is a success today fifteen or twenty years to get on a profitable basis.

In other words, it is the first twenty years in the grocery specialty business that are the hardest.

Of course, the wholesale grocers who put out house brands are those that have a sales organization and in order to maintain a sales organization, they must have something for sales work. One of the things that has caused the wholesale grocer to turn to house brands is the fact that too many manufacturers really offer wholesale grocers nothing for sales work, because in some markets they are passing on as a quantity discount to some quantity retail buyer all the discounts they are offering a wholesale grocer in some other territory for sales work. The discount they are really offering the wholesale grocer is not a discount for sales work, but really a quantity discount; a wholesale grocer cannot maintain a sales force on a quantity discount when any retailer who will buy in the same quantity can receive the same discount. As soon as he builds up any of his retail trade to the point where they are real quantity buyers, he loses them as permanent customers.

The manufacturer who reserves the right to sell direct to the retail grocer trade at wholesale grocer prices in any market where he cannot secure the co-operation of a wholesale grocer is like a country with an army that is prepared to fight when necessary, and the wholesale grocer who reserves the right to put out his house brand when he cannot get proper protection and a profit on a certain item from a manufacturer is in the same position.

It is not necessary for either a wholesale grocer or a manufacturer to use either of these tools of war—selling direct or house brands. If a wholesale grocer has a certain item on which his profit or volume is not satisfactory and on which he would like to put sales work (which he will certainly have to do if he puts out a house brand), he should find some manufacturer of that item that would work 100 per cent with him.

Such a manufacturer would give him a discount for sales work, in addition to any discounts that he was passing on to any quantity retail buyer in any territory.

The wholesaler should make this item really his house brand.

We believe, on most items, most wholesale grocers can find at least one manufacturer who will work with them 100 per cent if they will do their part.

Such an arrangement is more economically sound and more apt to result in a profit in the end for both manufacturers and wholesale grocers than a manufacturer selling direct or a wholesale grocer putting out a house brand.

It is the old story: two heads are better than one and as a rule even two small men can whip a giant. A manufacturer and a wholesale grocer working 100 per cent together on any item in any market can in the long run whip any manufacturer selling direct to the retail grocer trade, or any wholesale grocer working on a house brand.

Both manufacturers and wholesale grocers should remember that, when they are working on an exclusive basis together they are building up and not tearing down any part of their industry.

### Northwest Apple Campaign Endorsed

The plans of the recently formed organization, Pacific Northwest Boxed Apples, Inc., to conduct a co-operative campaign over a period of five years, have been endorsed by the apple growers and business men of Yakima, Wash. These interests have voted to immediately start a campaign to raise \$25,000, their share of the organization fund.

# Mr. Rowell Surely Ought To Know!

"There seems to be no limit to the power for usefulness possessed by inconspicuous, undisplayed classified announcements that tell of actual needs. . . . Valuable as the small advertisements may be to the public, they are even more so to the paper that secures them. The paper that has the most announcements of this class can generally be safely pronounced the best paper."

—From "Forty Years an Advertising Agent," by GEORGE P. ROWELL, Founder of PRINTERS' INK.

SINCE the value of a newspaper to the community it serves may well be measured by the number of times its services are called into play, the following figures, covering the first six months of this year, are deeply significant to the advertiser:

#### Number of Separate Advertisements:

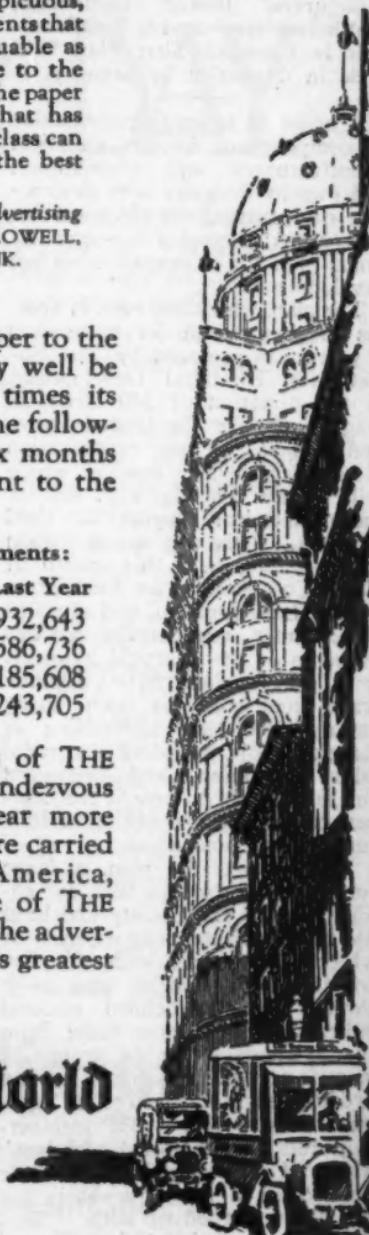
	This Year	Last Year
THE WORLD	967,512	932,643
The Times	592,564	586,736
Herald Tribune	205,312	185,608
The American	192,246	243,705

Indeed, the Classified Pages of THE WORLD, are justly called the "rendezvous of commerce." Therein appear more separate advertisements than are carried by any other newspaper in America, constituting an accurate gauge of THE WORLD'S unique place among the advertising mediums of the country's greatest market.

**The**  **World**

PULITZER BUILDING, NEW YORK

TRIBUNE TOWER, CHICAGO



## Electrical Industry Adopts Five-Year Mar- ket Development Plan

The Program Includes National and Local Advertising by Manufacturers, Power Companies, Wholesalers and Retailers. It Is Expected That Plan Will Be in Operation by January.

**I**N order to promote constructive competition among electrical manufacturers and distributors, and thereby do away with destructive competition, the electrical industry has adopted a five-year national plan for co-operative market development.

The plan, which has been in process of preparation for more than a year, was prepared by The Society for Electrical Development at the direction of 140 electrical leagues all over the United States and Canada. A new organization is being created, the head of which will be the Society with 400 or more electrical leagues as local chapters. This was decided upon at a meeting held this month at Camp Co-operation on Association Island, Lake Ontario, and attended by 250 men representing various branches of the electrical industry. It will be applied on a gigantic scale from coast to coast, using national and local advertising as the main tools, including also radio talks, exhibitions and literature, and is designed to benefit the business of making and selling electric current and appliances.

To support the plan, a large fund will be provided both for national use by the Society and local use by the chapter leagues, each of which will operate with complete freedom of action so long as it carries out the defined national policies. The finances come from special funds set up by groups of manufacturers to support certain products such as washers, or lighting fixtures, and from membership fees both national and local. Those of each classification will be divided on a fifty-fifty basis for the ultimate good of both. Thus, the best of national thought and

effort can be localized while concentrated local energy will advance the national campaign.

National advertising programs will be prepared and directed by the Society but money spent locally will be in the hands of the chapter-leagues. The Society will assist in local campaigns only so far as its aid is needed to make the local effort conform to the main plan.

The organization provides for an inter-connected system of personnel and representation, each local chapter being almost a replica of the Society. An important novelty in the big plan is that, for the first time, the electrical industry is working with non-electrical retail distributors, such as department stores, which now sell more than 25 per cent of the country's electrical appliances. These stores will be included as members of the chapters along with the local power companies, the contractor-dealers who wire houses and sell fixtures and appliances and the strictly electrical dealers of the region.

Men representing many influential factors in the industry have declared themselves and their companies for the plan and are backing it from the start.

It is expected that all details of organization will be completed within the next month or two and that the plan will be in full operation by January 1, 1927.

### Advertising Used to Notify Change of Parade Time

The Independent Order of Odd Fellows used newspaper space to notify its membership, as well as the public, of a change of time in the formation of its parade during its convention at Philadelphia. The notice was headed, "Independent Order of Odd Fellows. Special Notice. Change in Time and Formation of Parade, September 22, 1926." The details of the change were then given. The advertisement was signed by the chairman of the parade committee.

### Jewel Tea Sales Gain

The Jewel Tea Company, Inc., Chicago, reports sales of \$8,871,853 for the first thirty-two weeks of 1926. This compares with sales of \$8,417,837 for the same period last year.

# New Orleans' Greatest Merchandising Event- "DOLLAR DAY"

New Orleans' annual "Dollar Day" is a day of record-breaking sales and of friendly rivalry in value-giving among New Orleans merchants. And a day of days for thrifty shoppers who from early morning until closing time crowded into the stores and even crowded broad Canal street itself in their efforts to take advantage of tempting "Dollar Day" bargain prices.

Wednesday, August 19th, was the sixth annual "Dollar Day" and the most successful of them all. As in other years New Orleans merchants depended upon newspaper space to advertise "Dollar Day" and insure its success, and again placed the great majority of their advertising in The Times-Picayune.

## *Dollar Day Advertising in the New Orleans Newspapers*

	Times-Picayune	Item	States	Tribune
Advertisers .....	57	17	17	13
Agate Lines.....	47,013	17,040	14,508	9,415

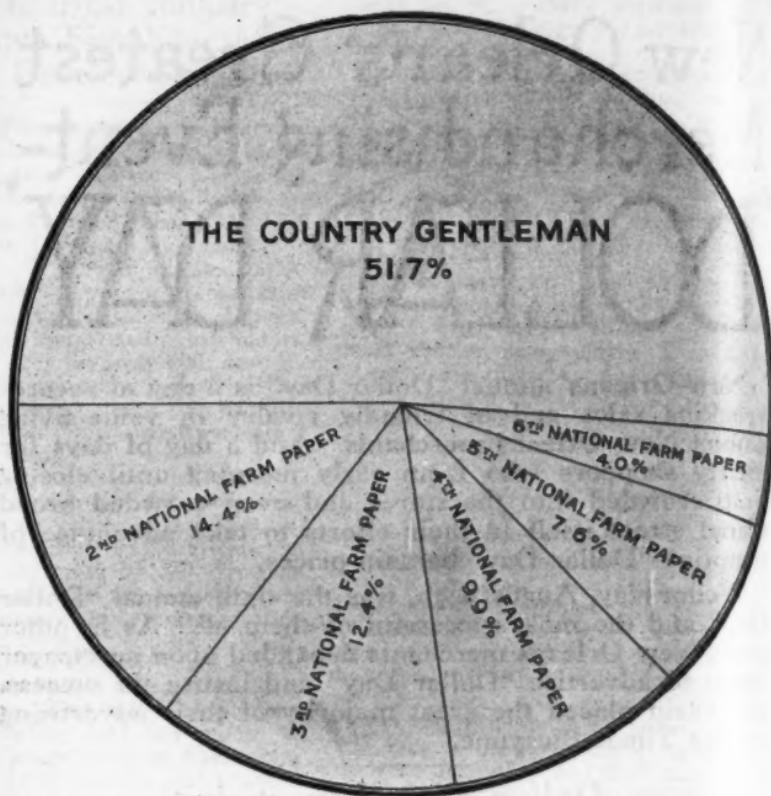
All four papers accepted "Dollar Day" advertising for one issue only in order not to disturb the normal volume of shopping on days preceding.

*Have you received your "Dollar Day" folder?  
If you haven't we will be glad to send you one.*

# *The Times-Picayune in New Orleans*

Member 100,000 Group of American Cities, Inc.

Representatives: Cone, Rothenburg and Noss, Inc.  
Pacific Coast Representatives: R. J. Bidwell Co.



More Than  
All the Others,  
Combined!

One glance at this chart, and you get the story of *The Country Gentleman's* unchallenged leadership in advertising.

In August *The Country Gentleman* carried more—some four thousand agate lines more—advertising than did all the other national farm papers, combined.

Here is the testimony of experienced advertisers, backed by their hard cash, as to the value of the market represented by the 1,300,000 modern farm families who regularly read *The Country Gentleman* and look to its editorial and advertising pages with interest and with confidence.

# *The Country Gentleman*

*The Modern Magazine for Modern Farm Families*

*More than 1,300,000 a month*

**THE CURTIS PUBLISHING COMPANY**  
INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA

Advertising Offices: Philadelphia, New York, Chicago  
Boston, San Francisco, Detroit, Cleveland

Sept. 16, 1926

*"Where Buyer and Seller Meet"*

# Your City Directory - Can Be Relied Upon

**Accuracy and Dependability Reflect  
Prestige to Advertisers**

The constant shifting in the distribution, character and occupation of the Nation's inhabitants, averaging 60% annually, emphasizes the necessity of an accurate record of the ever-changing complexion of our cities and industry, for both personal and business use.

The City Directory is the most complete and reliable source of information concerning persons, places and things in the world. It is the most economical and effective method of finding what you want; those who

want what you have and of enabling them to get it easily and quickly.

Each edition is entirely new, compiled from original sources by trained door-to-door canvassers and printed from an entirely new set-up. It is as accurate as human effort can make it.



*This trademark appears  
in directories of leading  
publishers*

As authorities in their field, City Directories give a strong quality of prestige to the advertisers in them and continue to remind the buyer of that prestige every time he consults them.

Send for free copy of *"Directories; What They Are, How They Function and Their Place in Advertising."*

**ASSOCIATION of  
NORTH AMERICAN DIRECTORY PUBLISHERS**

Headquarters

524 Broadway, New York City

# 1926

## Recipe Booklets Sell American Foods Abroad

Proper Translation Is One of the Most Important Factors

*Washington Bureau  
of Printers' Ink*

RECENTLY, the sale of a certain American food product was materially increased in Switzerland by the distribution of a recipe book in which directions were given for preparing different dishes with the use of the product itself as a base. The book was printed in the French and German languages.

This information is taken from a special report to the Department of Commerce by James R. Wilkinson, American Consul at Zurich. Quite naturally, his report suggests that recipe books may be an effective means of advertising in many other foreign countries; but if this is the case, a large majority of food manufacturers in America who export their product are overlooking an excellent opportunity abroad. Replies to letters of inquiry addressed to nineteen food manufacturers indicate that only two who use cookbooks in this country are using them to any extent in foreign countries.

So far as Switzerland is concerned, Mr. Wilkinson calls attention to the fact that the women of that country are very much like their sisters in the United States, in that they desire to offer continually new kinds of foods to the people for whom they are keeping table, and that the task of preparing ever-changing menus is a perplexing one. "The little recipe book," he adds, "is something which usually offers a solution to their problems," and continues with this excellent advice:

"It is of vital importance that American companies desiring to promote the sale of their food products by the distribution abroad of recipe books in foreign languages exercise the greatest care in choosing translators. Although it is not denied that certain students of foreign languages may have an excellent grammatical

knowledge of their subjects, their efforts to translate English relating to pies with which they have little familiarity are not infrequently attended with comical results. The recipe book should be translated by a person who is not only very familiar with the cooking art but who speaks the language into which the translations are to be made as a mother tongue. Illustrations are exceedingly helpful, and recipe book covers should be executed in vivid, appetizing colors."

Letters from two manufacturers indicate that they are following this advice, and that their cookbook distribution in foreign countries is a profitable part of their advertising. But a third letter evidently represents the position taken by a number of manufacturers who have translated their cookbooks into foreign languages merely to supply an unsought demand. While this third letter states that the book, translated into a single foreign language, has been productive, it also says that the book never has been aggressively advertised because it is expensive, and continues:

"We have never been aggressive and the book really was translated and is kept in stock as much to avoid saying we have no French cookbook as anything else."

### WELCH'S EXPERIENCE

For a number of years, recipe booklets and folders have been used to good advantage in foreign countries by the Welch Grape Juice Company, and a letter from C. H. Gager, advertising manager, states that the information gathered at different times from foreign agents of the company indicates an interest in the use of such material sufficient to warrant a continuation of the distribution.

In every instance, translations of the Welch recipe booklets and folders are made by translators

who have a working knowledge of each particular foreign tongue. In some cases, the company has sent the material to the country in which it was to be used and had it translated there.

Much of this material for foreign distribution is printed by the company in its own shop; but the company does not hesitate to take advantage of foreign printing when that seems advisable, and Mr. Gager says that frequently the printing of foreign language recipe books is supervised by a representative of the company's export advertising agency in the country in which the booklets are to be distributed. As to distribution of the booklets, his letter states:

"This is effected in three ways. First, by mailing direct to the consumer in letters which are written to selected lists. Second, by the sales representatives of our agents in foreign countries. Third, by the dealer to his customer.

"In the make-up of this literature for foreign countries, we hold to those forms which are simple in character. We use good paper, readable type and enough illustrations to make reading interesting."

The little cookbook, "Mapleine Dainties—How to Make Them," advertised widely by the Crescent Manufacturing Company, of Seattle, has been translated into French and Spanish and used extensively in countries where these languages prevail. A letter from Martha K. Look, of the advertising department, also states that a baking powder recipe booklet published by the company has been translated into Spanish and used in South America, the Philippines and Mexico.

Miss Look's letter emphasizes the radical difference in cooking habits of the various countries as the cause of the great difficulty in translating a recipe booklet. She illustrates this difficulty with the following incident:

"A recipe for a very well-known mixture to be baked with baking powder in an article prepared by an American woman who is an authority on the subject of cookery, was easy to follow until the directions for baking were given.

I asked a number of women what they would understand by the term used in the directions for baking, and found no one in the West who was quite sure of just what was intended by the term which is apparently very common in New York and vicinity."

#### CHEF'S RECIPES NOT ALWAYS PRACTICAL

When it comes to a foreign language, Miss Look declares, academic knowledge is not sufficient, and those who have a knowledge of cookery are seldom able to translate recipes in a practical manner. The French chef is a good cook for hotels and the like, but he is seldom capable of translating recipes for the home into French that is understood by the French-Canadian housewife. And in emphasizing the necessity of idiomatic and unmistakable translations, and the difficulty of securing them, Miss Look's letter continues:

"Our translation of the Crescent Baking Powder booklet was made first by a Spanish gentleman who advised us that he would collaborate with a Spanish housewife who had lived in America for some time, and produce a booklet which would be a fine thing for South America and Spanish-speaking people.

"After it was translated and printed, the booklet fell into the hands of a gentleman of German extraction who had lived long in South America and had taught English and German in that country for many years. He pointed out what he called some very serious defects. We took his advice and made the changes. But when this booklet was ready for distribution a young woman who was giving lessons in Spanish in this country pointed out certain defects in the text which made the book impracticable from a woman's viewpoint. And by that time we were not sure that any translation of a baking powder booklet could be made that would satisfy all Spanish-speaking people.

"In the case of the Mapleine booklets, we have had our translations made by the translation de-



*The Grasshopper, nimble insect of the locust kind, wastes no time in "getting there." Unlike the locust (whom we see only once each 17 years)—he is on "the jump" every summer.*

## *"after the manner of the grasshopper"*

NORMAL MIAMI

NORMAL Miami is like unto the grasshopper in that it is forging ahead in leaps and bounds; putting its "house in order,"—building more Hotels, Apartment Houses and Homes to care for the constantly increasing population and the coming Winter season.

**Q** The Miami Herald also continues to dominate and acquires ever-increasing prestige, circulation and lineage. The Herald offers the National Advertiser greater HOME COVERAGE than any other Miami newspaper.

**The Miami Herald**

FLORIDA'S MOST IMPORTANT NEWSPAPER

FRANK B. SHUTTS, Publisher

partment in the offices of the publishers of one of our export magazines. We have always had the feeling that these booklets cannot be perfect, in as much as the men doing the translating (to the best of our information) are accustomed to writing business correspondence and advertising copy in French and Spanish. However, we have now distributed the booklets to some extent, and no one has taken the pains to point out any inconsistencies."

In a country like the Philippines, Miss Look's letter also calls attention to the question of dialect, and emphasizes the necessity of not only correct translation but also the use of the dialect of the people who are to be reached.

Several letters from other manufacturers mentioned that it is not necessary to make any change in the American texts of recipe books when it is desired to distribute the books throughout the greater part of Canada, in England and in some of the English possessions. Generally speaking, all people who are thoroughly conversant with the English language can understand English as it is used in the United States. But apparently all authorities are agreed that while recipe booklets are excellent advertising material for food products in most of the foreign countries, they must be very carefully translated into each language as the language is used by the people to whom the manufacturer desires to sell.

#### New Account for Boston Agency

The Standard Mailing Machines Company, Everett, Mass., has placed its advertising account with The Spafford Company, Inc., Boston advertising agency. Business papers will be used.

#### Joins Cargill Company

W. R. Neahr, formerly with the Etheridge Company, Grand Rapids, Mich., has joined the sales staff of The Cargill Company, also of Grand Rapids.

#### Appoints Powers & Stone

The Poughkeepsie, N. Y., *Eagle-News* has appointed Powers & Stone, Inc., publishers' representative, as its national advertising representative.

#### Aylesworth and McClelland Head New Radio Broadcaster

M. H. Aylesworth has become president and George F. McClelland has become vice-president and general manager of the National Broadcasting Company, Inc. This company has been organized at New York as a subsidiary of the Radio Corporation of America to take over the management of Station WEAF which it recently purchased from the American Telephone & Telegraph Company.

Mr. Aylesworth was formerly managing director of the National Electric Light Association. He was at one time chairman of the Colorado Public Utilities Commission.

Mr. McClelland, present manager of WEAF, was for eight years assistant secretary of the Association of National Advertisers, later joining the staff of Marquis Regan, Incorporated, marketing counselor, New York.

#### W. A. Zimmerman with Green, Fulton, Cunningham Agency

W. A. Zimmerman, recently with Erwin, Wasey & Company, Chicago, has joined The Green, Fulton, Cunningham Company, advertising agency, also of Chicago, as account executive and copy man. He formerly was with the advertising department of Hart Schaffner & Marx.

#### New Travelo Product to Be Advertised

Peckham-Foreman, Inc., New York, manufacturer of Travelo knit jackets, is planning to advertise a line of Travelo Swim Suits, a recent addition to its products. The campaign is under the direction of the Frank Presbrey Company, New York advertising agency.

#### J. K. Rich Joins Joseph Richards Agency

John K. Rich, formerly with Blackett & Sample, Inc., Chicago, has joined the Joseph Richards Company, Inc., New York advertising agency. At one time he was advertising manager of Wilson Brothers, Chicago.

#### H. E. Pocock, Advertising Manager, Buffalo "Times"

Harry E. Pocock, assistant advertising manager and director of foreign advertising of the Buffalo, N. Y., *Times*, has been made advertising manager. He succeeds the late Frank L. McGrath.

#### W. & J. Sloane Advance F. W. Fagan

Frank W. Fagan, formerly assistant advertising manager of W. & J. Sloane, wholesale, New York, has been appointed advertising manager of the W. & J. Sloane retail organization.

# The Largest South

**NEW ORLEANS** is by far the largest city in the south. It has grown to national prominence, not through the stimulus of sky-rocketing values, but on the natural and solid foundation of commerce and industry.

**THE ITEM** is by far the largest evening newspaper in New Orleans. **THE ITEM**, like the city it is published to serve, has reached its enviable position through fifty years of reputable, dependable and serviceable journalism.

*The Item reaches five out of seven and  
The Tribune three out of seven families  
in New Orleans who read any newspaper*

## New Orleans **Item-Tribune.**

*National Advertising Representatives:*  
GEORGE A. McDEVITT CO.

250 Park Avenue, New York

Peoples Gas Building, Chicago

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How national is  
the national  
campaign that  
neglects Main  
Street

?

*The* **HOUSEHOLD**  
"THE MAGAZINE"

**M**AIN STREET is 63% of America's Homes. The Main Street market is grocer, builder, and furnisher to fifteen million prosperous American families.

Tremendous buying power in Main Street! Of course, no national advertiser would wilfully neglect this great market.

Yet the advertising campaign often falters and grows weak on Main Street! Instead of one clear direct voice, Main Street too often hears the echoes of metropolitan, zone and farm circulations. Echoes too faint for action in this busy mart.

That is why the Household Magazine is so important to the national advertiser. The Household Magazine parades right down the center of Main Street. Its 1,650,000 circulation is the largest concentrated coverage you can buy in this market. It selects for you a united, intelligent and responsive audience, whose patronage speeds the success of the nationally distributed product.

The Household Magazine is now doing a big job for a representative group of national advertisers. We would like to tell you the full story of the Household Magazine.

CHICAGO: 608 S. Dearborn Street  
NEW YORK: 120 W. 42nd Street

**MAGAZINE**  
**OF MAIN STREET"**

The October issue of BETTER HOMES and GARDENS carries 8,132 more lines than last year — a gain of 69 per cent. Advertisers soon recognize value.

*More than 800,000*

BETTER HOMES and GARDENS

E. T. MEREDITH  
PUBLISHER

DES MOINES  
IOWA

# Europe Needs More International Advertisers

Mass Production Methods Will Not Be Effective in Europe without Known-in-Advance Demand

By Sam A. Lewisohn

Vice-President, Miami Copper Co.; Chairman of the Board, The American Management Association

THE observant traveler in Europe today discovers a desire on the part of European business men to know more about American industrial methods. To an American investigating European industrial conditions this European enthusiasm for our ways in industry is the most striking feature. What some travelers have described as "envy" of our prosperous condition is being supplanted in more thoughtful quarters by a tendency to find out how we get that way.

"American methods" has become almost a catch-word on the other side. Many a big business man there seems to think American methods might prove a panacea for Europe's industrial troubles. Some advisors have urged them to adopt bodily American methods of scientific organization, labor-saving devices and large-scale production. But it seems to me that many things must be done before Europe turns at once to mass production methods.

As a banker as well as a student of industry, I am always interested in quick distribution for large production. It is obvious that to adopt methods for quick production without planning in advance how that production is to be marketed, would offer no real solution to the difficulties in which the Continent finds itself. There are, it is true, difficulties not only in mass distribution but also in mass production. European production managers will have to be trained and will have to learn by experience how to produce in a large way. But these production problems are not so difficult as the problem of distribution. There are many clever technicians in Europe quick to learn; the difficulty

is not so much with building up production capacity. The main trouble lies in the inability of management to get quickly the widespread distribution necessary to justify quantity-production installation of machinery. The productive problem is secondary to the problem of distribution.

Management cannot afford to take so great a gamble in individual industries by organizing in a large way. It has no assurance that it can work up rapidly the numerous outlets for the product necessary to keep the plant operating at capacity once it is built. First must come confidence that products can be distributed; then the experiments with large scale production methods can take place.

Many European and American advisors who urge them to adopt quantity-production methods at once, fail to realize how much the success of our mass methods are dependent upon a quick and sure response to volume buying and to national advertising. On the one hand, the Continent has large masses of people with desires and ambitions for better standards of living. On the other hand, it has men with the capacity to build large factories, the ability to manage them well and millions of workers with the ability to produce. Some means will have to be found to bring these two situations into a harmonious producing and consuming unit.

## NO STANDARDIZED CONSUMER DEMAND

Barriers of custom as well as custom barriers have to be overcome. There is no standardized consumer demand. Taste and buying habits vary greatly in the dif-

ferent nations and it is therefore difficult to distribute a standardized product. Political boundaries intervene to hamper distribution. Even telephone systems cannot operate for any distance. In America the head of a factory producing goods in New York can in a few minutes change his distribution plan and put increased pressure in a certain territory by telephoning his district manager there. The impossibility of talking freely from one country to another across national boundary lines prevents wide-scale organization on the Continent.

The more effective use of advertising could surely help turn the universal desire for better standards of living into a definite increase in the purchasing power of the Continent. The producing power is potentially there; it is the consuming power which is in arrears. National, or rather international advertising on the Continent would help solve many of their difficulties. Manufacturers by setting up definite goals would make men produce more, so that they could earn the right to own more goods. More production would inevitably, under good management, result in higher wage scales, and thus better purchasing power. The circle has got to start somewhere. European manufacturers thinking of starting a factory to emulate our mass production methods by advertising throughout the Continent might well start in motion the forces which would help them break down their present barriers.

Mass methods of production will be possible only when the power to consume is increased. If the wish of European manufacturers to use our mass production methods could be made effective by the use of American advertising methods to build a known-in-advance demand, then advertising would surely have performed its greatest economic service to the world.

Theodore Seemeyer, Jr., has been appointed assistant production manager of The Fred M. Randall Company, Detroit advertising agency.

## National Publishers to Get Committee Reports

The first session of the forthcoming meeting of the National Publishers Association, which is to be held at Shawnee-on-Delaware, Pa., September 21 and 22, will be devoted to committee reports. The following chairmen will submit reports: Roger W. Allen, finance; A. C. Pearson, postal; B. A. MacKinnon, Canadian relations, and Henry W. Newhall, national councillor to United States Chamber of Commerce.

In addition, Mr. Allen will present the report of the copyright committee and George C. Lucas, executive secretary, will make his annual report.

The second business session will be given over to the election of officers and directors.

A feature of the gathering of publishers will be the annual golf tournament for the Swetland and Curtis cups. A number of other prizes are to be awarded in the series of golf and tennis tournaments to be played.

## Indiana Utility Elects Samuel Insull, Jr.

Samuel Insull, Jr., has been elected president of the Northern Indiana Public Service Company to succeed his father, Samuel Insull, who resigned the presidency to become chairman of the board of directors. The Northern company is a subsidiary of the Midland Utilities Company.

## Charles Edison Made President of Edison Companies

Charles Edison, son of Thomas A. Edison, succeeds his father as president of all of the Edison companies. The elder Edison, who is now chairman of the board of directors, will give more of his time to laboratory work.

## P. C. Smith Joins Willard H. Bond Agency

Paul C. Smith has joined Willard H. Bond, Inc., New York advertising agency, as vice-president in charge of sales. He was formerly with the Campbell-Ewald Company, Detroit.

## Becomes F. Mayer Shoe Company

The name of the F. Mayer Boot & Shoe Company, Milwaukee, has been changed to the F. Mayer Shoe Company. The change is one of name only.

## With San Francisco Agency

S. M. Elam, formerly with the Sterling Advertising Agency, New York, has joined the copy department of Emil Brisacher and Staff, San Francisco advertising agency.



IS  
SPECULATION  
EVER SAFE

*"He Made 20 Millions in  
a Year on Wall Street"*

A corking Durant story. In

OCTOBER

**Success**  
MAGAZINE  
**NOW ON SALE!**

# Some Sins of the Business-Paper Copy Writer

As Seen through the Eyes of One Who Is Expected to Read What That Individual Writes

By Allen T. Moore

I WAS talking with a retailer. A not unintelligent retailer. Before him on the counter, and open, lay a trade paper.

Our conversation, which had focused on a mutually bread-and-butter subject—modern merchandising—came finally to rest on the kindred theme of how the manufacturer passes the good word on to his Public Interpreter, the retailer. Here is what this dealer had to say:

"There seems to be a frenzied fancy afoot among manufacturers that we merchants are first, last and always a bunch of gold-grabbers. That every headline, paragraph and caption (is that the word?) in your advertisements must dangle a juicy profit in front of us or it won't register.

"Now it's true none of us is in business entirely for sweet charity's sake. But I keep getting the exasperated feeling, as I go through current business-paper advertisements, that some advertising writers think far worse than that of us. They believe we put profit, figures on profit, facts on profit, indirect intimations of profit, and long direct discourses on profit, above every other consideration in the storekeeping business.

"Well, we don't. The reason we don't is because we've graduated several stages beyond the mere obsession for profit. We've got over into the more altruistic belief, today, that service to our customers, their thorough satisfaction with what the goods we sell them will do for them, beats the profit fetish fourteen ways.

"What I'm leading up to is—I'd like to see more trade-paper messages with service as the meat of the coconut for my mental consumption. I'm no nit-wit; I can

figure profits. To me the important thing is serviceability—performability. Unless and until an advertisement sells me that—well, I just remain unconverted, that's all.

"So long as I'm playing the role of unofficial fault-finder, there's something else I want to get off my chest.

"This profit fetish of you advertising men is excusable. You've been taught and told over and over that when you write to a merchant, by letter or in print, you've got to 'hit him over the head with the money-club.' 'He isn't interested in anything but the tinkle of that cash-register bell.'

"But what utterly arouses my angora is the trade-paper advertisement that begins something like this: 'You wouldn't put silk stockings in the hardware department, would you? Then may we suggest that you put Blanko in your toilet goods—not in with the notions? You'll make more if you do.'

"Do you know what I feel like writing the manufacturer when he greets me with that kind of insult to my intelligence? I feel like sitting down and saying this: 'You wouldn't deliberately call a retailer an Intellectual Total Loss, would you? Then may I suggest that you give him credit for nearly normal mentality? You'll make more headway with him, if you do.'

"And notice that the copy following that headline perpetuates the insult in such tactful (?) language as: 'We have heard of dry goods merchants who are making the mistake of displaying Blanko in their notions department. As manufacturers of this remarkable new product, we feel we owe it to these dealers to point out the error

WHAT alert advertising man can neglect a weekly perusal of the sparkling and spirited *new advertising* in The New Yorker?

Well, of course, few do.

And there's quite a little advertising for them to peruse nowadays, too.

*The*  
**NEW YORKER**

25 West 45th Street, New York

# Is the Cumulative Value of Advertising Overrated?

**Y**OU'VE got a good magazine," said the agency man, "and as soon as I get more money I will put you on the list. But I won't sacrifice my advertising investment in any of the magazines I am using now in order to take you on immediately."

Advertisers are frequently confronted with the problem of substituting attractive new media for old ones in which they have built up a substantial advertising investment which they do not wish to abandon.

Just what is the cumulative value of concentrating in old media compared to thinning out the appropriation to take on new fields? The yard stick by which we will attempt the evaluation in this article is that of keyed returns. In the light of keyed returns, how does the cumulative value of one medium compare in responsiveness with a new undeveloped field.

First, let us take the straight mail order advertiser. What does he say about cumulative value? He credits nothing to cumulative value. He discounts it entirely. Every ad must stand on its own feet.

The mail order advertiser, while he has contributed little to the artistic side of advertising, has reduced it to a more scientific basis, inasmuch as his conclusions are based entirely on facts and figures. And his record book shows him that if the first advertisement does not pay, either the copy, the medium or the product is wrong. More copy along the same lines as the first ad is seldom profitable.

If the mail order man, by mere repeat copy, cannot, in profitable numbers, persuade prospects to

buy, why should the national advertiser be more successful. It is sometimes contended that national advertising is merely designed to create consumer acceptance when the sale is actually taking place. How far this negative selling can overcome the hard shell druggist or grocer who makes a bigger profit on the unadvertised item is certainly open to debate. But the relative merits, of reason why selling copy versus consumer acceptance through general publicity, are beyond the scope of this article.

We wish to determine whether repeated insertions, in the same medium, are more valuable than fewer insertions in old media in order to take on new promising fields. What do keyed returns say?

**O**NE agency man, handling a toilet goods account, submits this bit of evidence on his *initial trial* of a new mass field.\*

"The campaign was not intended to pull inquiries but the direct orders which came in—unsolicited—exceeded those from any other magazine on our list this Spring."

The announcement of this product was news to this new field.\* Their interest is manifested by the fact that more readers inquired about the product through the mail. Are we not justified in believing that a proportionately high percentage of them bought direct through the retailer?

"No" says the principal of a big agency who believes in keyed copy.

"We have run pages in big women's publications for years. Returns run along evenly and then, out of a clear sky, one particular issue brings in ten times the inquiries ever received from any other month." He believes in constantly working over the old fields. The old ground is kept fertile, hard prospects finally induced to buy and old customers retained.

These are all unquestionable advantages to be credited to cumulative effect but is the old field more responsive than the new mass field of like circulation?

Strangely enough, an account handled by this same agency, brings some interesting proof on the superior responsiveness of the new field.

This advertiser, selling a deodorant, tested a new field\* with a piece of 85 line copy. The 85 line ad competed with columns, double columns, and pages running in other publications. Says the advertiser, "Our 85 line ad brought us inquiries at a lower cost than any ad we have ever run in any publication."

Again the product was new to the field\* and the advertiser found the undeveloped field far more responsive than current returns from the old field.

A tooth paste advertiser, whose product is a byword in American homes, decided to test a new field.\* All of his advertising is keyed. The old magazines on the list had the advantage of years of cumulative effect. Yet, the first insertion in the new field brought in more returns than any insertion in the old magazines on the schedule. And the second insertion in the new field, calling for a 2 cent stamp with the inquiry, brought in more returns than the first insertion, while returns from the second insertion fell off in the old fields.

An advertiser of crocheting and embroidery material tested a new field\* last fall. The new field was of the most general sort of mass circulation, without any editorial appeal whatever to the motherly housewife sort of person who

would naturally be selected as the richest market for sewing materials. "We have found," says the advertising manager, "that while old fields continue to pull satisfactorily, the initial response on new fields is far greater and for this reason it is our policy to constantly take on new media."

"In line with this, we ran a test ad last fall in a new medium\* of the two million class and in the three months following publication, we received 6,245 dime inquiries. The cost per inquiry was 17½ cents. This was much lower than our cost per inquiry in other women's publications on our list.

"The second insertion in the new field pulled even better, bringing in within three months after insertion, a total of 8,865 dime inquiries.

"We are convinced that new fields of readers who have never seen our message are more responsive than old fields where our advertising is no longer news."

HERE are four actual instances of the superior responsiveness of the new field to the cumulative value of the old. Will not fewer insertions, plus the merit of the product itself, handle the problem of keeping old contacts satisfactorily, permitting some of the appropriation to be spent in developing new fields? Is it not the particular job of advertising to convert new customers, depending upon the product itself to retain old ones? In our zeal to capitalize cumulative value do we attach sufficient importance to the tremendous potential value of undeveloped fields? Are we overlooking prospects who can be sold in greater numbers per advertising dollar invested?

\*All the facts mentioned in this article are from the experience of advertisers in *True Story Magazine*. Our representative will be glad to call and give you their names with all the details. No obligation. Phone Trafalgar 4500, or address TRUE STORY MAGAZINE, 1926 Broadway, New York.

of this.' And so on and so on.

"Now, I just naturally see red when I have got that far, and I stop. Because of the holier-than-thou, poor-fellow-we'll-set-him-straight, tone of the whole approach, I'm mad by the time I've been thus classified as a merchandising dolt. You know you can say things in person that you can't print; but I question if I'd let even a salesman talk that way to me."

I had no cudgels to flourish for the absent and unknown writers of this, and other offending specimens of business-paper copy which my retail friend had cited; but I did sense in his comments a reader attitude that it might be worth while for all of us who write advertising to keep before us.

If this retailer's reactions were typical, and I felt at the time that they were, then they hold good for the consumer at large—for the merchant is merely a consumer who re-sells. And if the consumer at large resents the implication that his thinking would scarcely do credit to kindergarten standards, it were better to leave all such implications out of our copy.

That not all manufacturers have this view is a gratifying fact; and when I asked my retailer friend if he didn't think this to be true, he wholeheartedly agreed. Pointing to the publication before us he said:

"Here's an advertisement without any fireworks, yet it has human interest. It contains information. It makes no reference to my enfeebled mentality; it tells its story soberly, in full—and then quits. And while it may have flaws, I am too uncritical, as an advertising layman, to discover them. It does 'keep its place,' and that, for any trade-paper advertisement, if you ask me, is on the courtesy side of the good manners fence."

The piece of copy he referred to was headlined: "Make Your Packages 'Double in Brass,'" followed by this very apt and quietly presented tie-up:

In the old "Uncle Tom" shows and other traveling entertainments, actors

were said to "double in brass" when they both performed a part and played in the band.

Standardized wrapping service, employing paper of the same distinctive color and design for all packages, bags and envelopes, "doubles in brass" for the progressive merchant. Its individuality identifies his establishment to his townspeople—indicates his appreciation of their patronage and adds a feeling of extra quality to his merchandise.

Formerly the cost of special paper, together with buying difficulties, permitted only the larger stores to enjoy these advantages. How extensively and profitably they have used them is well known. And now through the facilities of the Continental Paper and Bag Mills Corporation every store, regardless of size, can profit through its own individual and distinctive service.

For Continental, the largest organization of its kind, not only makes paper but performs all the functions of bag maker, envelope maker and printer as well. Thus reducing the delays and vexations of collecting materials from a half dozen sources, etc., etc.

The best definition being an illustration, I decided, after reading his selection, that our retailer friend at least knew, and appreciated, advertising good manners when he met them. Sufficient unto printed salesmanship is the gentleness thereof.

### C. B. Stetson, Advertising Manager, X-Laboratories

Carlton B. Stetson, recently with the Boyce-Veeder Corporation, Long Island City, N. Y., and formerly advertising manager of The Moto Meter Company, Inc., of the same city, has been appointed advertising manager of the X-Laboratories, Inc., New York. At one time he was with The Erickson Company.

### F. H. Williams with General Motors Truck Company

F. H. Williams, who recently resigned as manager of the Philadelphia district of the White Company, has been appointed assistant to the vice-president and sales director of the General Motors Truck Company, located in Philadelphia.

### "Florida Grower" to Change Size

The page size of the *Florida Grower*, Tampa, will be changed from nine by twelve inches to 9½ by 12½ inches, on January 1, 1927.

### New Tacoma Business

B. G. Bothel has organized the Tacoma Electrotypewriter Company, at Tacoma, Wash.





# Delineator

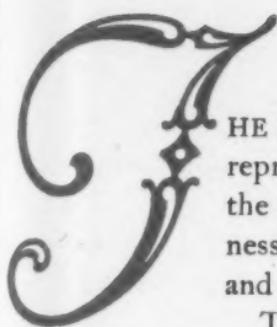
*Smartness  
and  
Utility*



© 1923, Nicholas Murray

*Helen Dryden*

Miss Dryden, the distinguished young American artist, has engaged to paint a series of her striking covers for *Delineator*, starting with the October issue.



HE NEW COVERS of *Delineator* are representative of the appearance of the magazine as a whole, with smartness the keynote of the illustrations and the type dress.

The fashion illustrations and their arrangement on the pages will appeal instantly to women who seek the smart but wearable.

In fact, smartness and utility are the two qualities that combine to make *Delineator*.

Nothing could be more modernly practical than the service of *Delineator Home Institute* under the direction of Mrs. Mildred Maddocks Bentley.

The Studio of House Decoration, the Beauty Department under the guidance of Celia Caroline Cole, and all the other divisions of *Delineator* service are conceived and conducted to be of genuine usefulness to the progressive woman.

Fiction—the kind that appears first in *Delineator* and then, in book form, becomes a “best seller.” In October *Delineator*, Kathleen Norris begins her searching new novel of American marriage.

Beginning with November, when *Delineator*

and *The Designer* are combined under the name *Delineator*, the price of the magazine will be increased to twenty-five cents.

The guaranteed circulation, from November, is 1,250,000. As the present combined circulation is 1,700,000, obviously the advertiser will, for some time to come, be receiving several hundred thousand excess circulation.

The November issue will appear the first day of November.

THE BUTTERICK PUBLISHING COMPANY

S. R. LATSHAW, *President*





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# The Agent and the Advertiser

One Should Not Oversell Advertising, Says A. D. Lasker; Other Should Run Own Business

By Albert D. Lasker

Chairman of the Board, Lord & Thomas and Logan

[EDITORIAL NOTE: Mr. Lasker hesitated about writing this article because "all good advertising agents know these things as well as I." Indeed, while he was in active charge of Lord & Thomas as president, we could not induce him to release these ideas. But now that he is chairman of the board of the consolidated agency of Lord & Thomas and Logan and is, to use his expression, "somewhat on the sidelines," he has consented to give the readers of PRINTERS' INK, out of the depths of his rich experience, this significant presentation of the function of the agent.]

**A**DVERTISING has become standardized. Today it is almost universally accepted as one of the greatest forces that has come to American life in the last three decades.

Out of this has developed a profession—the advertising agency profession. It is performing a vital service without which business could not possibly have developed as it has. Yet, it is not adequately appreciated.

Why is this? What, for example, has caused advertisers to debate whether the agent rightfully earns his commission? Why doesn't a manufacturer realize that an agent can sit down with him and, from the richness of his experience, often in a few minutes give him ideas learned from other places and in differing lines—ideas so valuable that they, alone, would warrant the agent's commission for a long period of time?

Over a year ago I spoke before the New York Advertising Club. PRINTERS' INK had a brief, although accurate, digest of my speech. Here it is:

Advertising agents should be careful not to lead manufacturers to expect too much of advertising, cautioned Albert D. Lasker, president of Lord & Thomas, in an address which he made at a meeting of the Advertising Club of New York on March 27. In his opinion the greatest danger faced by advertising is the fact that the campaigns of successful advertisers have led many manufacturers to expect too much to be accomplished just by advertising.

Advertising is the greatest force which has come to the aid of distribution in the last twenty years, Mr. Lasker said, but it cannot accomplish everything. No advertising can make a success of a manufacturer who would not be successful without it. There is no advertising agent who can make a man stand up if he does not know his own business.

On the other hand, Mr. Lasker said, no advertiser can succeed so well without an advertising agent as with one, because he has not got the richness of the agent's experience. The most important contribution made by the agent to an advertiser's merchandising plans is his knowledge of the outside point of view. The thing that interests the advertiser the most interests the consumer the least, and the thing that interests the consumer the most often interests the advertiser the least, Mr. Lasker said. It is this condition which makes the agent's services indispensable.

He is the sounding board of public opinion in the advertiser's relations with the public. The agent's job is to find out what the public wants to know about the product advertised, Mr. Lasker said, but as soon as he becomes so involved in the business of the advertiser that he loses the outside point of view, he loses the factor which makes him most valuable to the advertiser.

This report is the essence of what it took me thirty-five minutes to say to the Advertising Club and sums up the main reasons why the good advertising agent—and, happily, there are many of them—is not wholly recognized for what he really is.

This is a highly important subject and it is close to my heart. I welcome the invitation extended me by the editor of PRINTERS' INK to discuss it here because I hope I may be able to help bring about a better understanding between advertiser and agent. For, as this understanding grows, advertising can come nearer and nearer to performing its full function for the advancement of business.

What should be done so that there may be produced a situation wherein each of these great forces in business, the advertiser and the advertising agent, can work with

the other so that the *full effect* of their united efforts can be brought to bear upon selling?

In the first place, as I said in my New York address, the agent should clearly define the limitations as well as the possibilities of advertising and set forth just what it can and cannot do. This is entirely feasible now, because every good agent knows accurately the reactions that will come through applying specific kinds of advertising to meet certain conditions.

This is the agent's part in bringing about the understanding. The advertiser, on the other hand, should have a clear idea of just what the agency can do, or should do, for his business. The function of the advertising agent, generally speaking, is to interpret, and cater to, the consumer viewpoint—through "salesmanship in print" to crystallize the minds of the millions in favor of the advertiser's goods. Catering to the consumer's viewpoint, of course, must also include knowledge of acceptability of product, package, price, and the like. But the agent positively should not undertake to run his client's business. There are certain things the client must do for himself because he can do them better than they can be done by anybody else. No one can, at the same time, be a great salesman by the printed word, a great word-of-mouth salesman, a great financier, and a great manufacturer.

Why is it vital that an agent be frank about the limitations of advertising?

When a man expects too much of advertising he is disappointed when he gets a normal result. And then he capitalizes his disappointment against the medium, against the agency and against advertising itself.

We all know that, at times, advertising pressure should be cautiously applied. Frequently, retrenchment should be advocated when immunity from competitive attack admits it.

Also, there are times when selling effort and advertising pressure must be exercised to their utmost—when all muscles must be strained with the idea that profits

may be multiplied and leadership gained.

The advertising agent has to gain two major points for his client. One is entrenched leadership. The other is consistent earnings. He must sacrifice neither to the other. He must fearlessly advocate added pressure or passing retrenchment whenever either is needed.

Many an agent is afraid to proceed along these lines even though he knows he would be right, because of the likelihood that his client may misunderstand him. But such procedure is vital just the same because in no other way can the advertiser be led back to an understanding of his own strength, of the power of advertising as a selling force and of the usefulness of the agent as an accessory.

#### DISCOURAGING A LARGE APPROPRIATION

One of our clients wanted to increase his advertising expenditure by a large sum. I knew very well from the set-up of his corporation and its internal conditions that it could not quickly make a showing on that much advertising and that if it did not immediately get a greater result from its enlarged appropriation it would become impatient with advertising. Ultimately, it would not be as far along as it would if it kept its outlay to a smaller amount and moved gradually.

I told the client my frank view on the subject, and how dangerous it could be if much money were spent fast. I did this because, had he increased his appropriation and not gained "immediate results" his associates would quickly have become discouraged. They did not basically understand advertising, and had to be "played along" in a slow way for their own good. Ultimate greater profits had to be sacrificed for immediate showing. Of course, this was in a line where advertising is an important incident but not a major operation as in proprietaries, tobaccos, etc. In such lines, an agent had better lose the discount than ever encourage, even for a short while, expenditures that result in less advertis-

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ing than can combat competition. The client was greatly disturbed and could not understand, he said, my purpose in discouraging an increased expenditure; he was hurt at my views. However, he is following my advice, and that advice, I believe, is worth all the commissions he will pay us for many a year.

In England, they have a proverb to the effect "the greater the truth, the greater a new truth you put out the more resistance there is to it. A man who has been consistently told that he should spend more in advertising becomes suspicious when somebody comes along and warns him not to spend more. He reasons that "an advertising agent must want me to spend more, because he cannot make money unless I do spend more."

He does not realize that an agent cannot afford to witness the suicide of the goose that lays the golden eggs.

#### AN IDEAL CLIENT

The opposite viewpoint is to be seen in the experiences of the Palmolive Company. They are as ideal clients as any agent can have because they are perfectly competent to serve themselves and therefore have a full understanding of the asset value and the limitations of an agency. They are astute advertisers in their comprehension of the real force of advertising.

The Palmolive Company had been pushing shampoo, spending a sizable annual amount in publication advertising, for three years. When I resumed active association with our agency after a term with the Government's Shipping Board, one of the first things I did was to ask our client to discontinue extensive shampoo advertising in publications because while gross sales were sizable, we felt that with the same expenditure, the results indicated to us they could more profitably spend their money in other directions in exploitation of shampoo.

They were not suspicious. They had grown up in the work. So they quit advertising in publica-

tions on their shampoo preparation. The next year, they found another way of pushing shampoo, which had nothing to do with publication advertising, and it brought them the biggest increase they ever had.

Now, then, I insist that this is the type of work an advertising agent should do. He should understand the various merchandising forces. It is on this basis that we have been conducting our own advertising campaigns in PRINTERS' INK. We are trying to get out a message that will help bring advertising to its full glory and, at the same time, warn the world of its limitations. We want to help produce a situation where advertising will not lose any of its prestige through men expecting too much. But, let me stress, there are many circumstances in which an agent should be unyielding in his insistence on a vastly increased appropriation, if his client is to be certain of securing the maximum possibilities. There come times, in an advertised product, when foresighted management demands that they be permitted to "shoot the works."

Failure to realize and admit the limitations of advertising, however, is hardly more mischievous than when an agency undertakes to do many things that are clearly outside its function. Overselling agency service in the latter respect has come about through intensive agency competition.

As advertising grew to be better understood, more men were attracted into the agency line through the development of the business itself and thus competition became intensely keen.

There is much good advertising today and many good agencies. Moreover, the advertiser, himself, has an accurate view of what advertising is.

#### TIME IS MORE VALUABLE TODAY

In years gone by, speaking for our own agency, we could go to a manufacturer and talk salesmanship in print. We could, at that time talk to a man for six hours on something which, if we took six minutes of his time today, he would wonder why we were wast-

ing his time, because today all men know what was new to them then. So it has come about that if you pick up a magazine or newspaper where twenty years ago there was not 5 per cent of good advertising, today 80 per cent of the advertising is good. The advertising agencies of America, through accumulated experience, have worked out scientifically the road to mass appeal and the reasons for it.

The outcome has been that, in the battle of competing for business, many good agents make the mistake of discounting the seasoned agency experience of others by offering all kinds of plus service that is extraneous to advertising and agency service until the advertiser is often led to expect miracles that cannot be performed. Thus, agents in their effort to get clients offer many pluses to their fundamental function, which function is to obtain and hold the good-will of the consumer. They promise to do things that weaken the manufacturer within his own organization—that detract from the manufacturer's self-reliance and from the efficiency of his personnel. When they do this, they actually discount the power of advertising itself.

An advertiser, let us say, is receiving good copy and service from his agent and is getting good results. Along comes a competing agent to this satisfied advertiser and talks to him about his organization and market conditions. The agent may ask him, for example, if he knows such and such a reaction of the dealers in Monmouth, Ill., to his goods. The advertiser happens not to know. The outcome may be that the agent is authorized to make a so-called survey that means little or nothing. The advertiser becomes unsettled in his convictions and ultimately may change agents and policies.

#### AGENCY FUNCTIONS

I do not want to be misunderstood here. There is certain fundamental research work that an agency has to do to understand the public's reaction. No agent should operate without studies in given instances. But I do want to say

emphatically that to preach the propaganda of research and "merchandising" in every case is to make advertising agency service absurd.

The time has come in America, in many businesses, where the advertiser relies on the agent to give him general merchandising advice, pass on his sales force and sales manager, indicate how many salesmen he should have in a given territory and instruct him as to the general conduct of his business. It is on this point that I am protesting here. This is weakening many an advertiser in the management of his own business and detracts from the real functions of advertising and advertising agency service. It is producing a lack of appreciation of the real power of advertising even though advertising were not the power that it is today. It is often leading the advertising agency business, which has reached a professional standing that it never occupied before, into a competition of bunco promises.

An agent cannot undertake to run a client's business. But he can be a valuable helper. The same as other good advertising agents, we can point to certain firms that have gained notable successes during their association with us. But we claim no major part in even one. We insist that no business which could not succeed without us could gain the pinnacle because of us.

The Kotex people came to us. They were getting good copy—although, of course, we think it is now constantly improving. But their business, although large, was not growing the way they thought it should. It was not necessary to make investigations among millions of women to find the reason why. A few discreet inquiries showed that most women did not buy the product because they did not like to ask the druggist for it.

Then there was developed the very simple idea of putting wrapped packages on the dealer's counter. Newspaper copy, which was run in co-operation with the magazine effort, informed women that they could walk into a drug store, pick



## Washington (D. C.) Is a Responsive Market

Its prosperity is proverbial—it has no indigent class. There are over 750,000 people within the 25-mile radius who need the commodities—and enjoy the luxuries of life—depending on Washington as the source of supply.

You can reach them ALL with ONE newspaper—THE STAR—going directly into the homes by a thoroughly organized carrier system—and home circulation means 100% advertising efficiency.

Our Statistical Department will be glad to submit a digest of opportunities and possibilities in this market for any worth while product.

# The Evening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

NEW YORK OFFICE

Dan A. Carroll  
110 E. 42nd Street

CHICAGO OFFICE

J. E. Lutz  
Tower Building



**The largest  
magazine  
for MEN**





Jess Sweetser

*Photo,  
International  
Newspaper*

# The Elks

Magazine

850,000 Identified Subscribers

50 East 42nd Street      New York City

# A Radio Review of The Birmingham Market

*Showing how National  
Radio Advertisers  
Use  
The Birmingham News  
For Complete Coverage*



**Comparative Lineage Report of the  
Three Birmingham Newspapers  
July 1, 1925 to July 1, 1926**

Advertiser	News	Age-Herald	Post
Radio Corp. of America	18,098	168	.....
Atwater Kent Radio Corp.	20,428	1,402	.....
Freed-Eisemann Radio Corp.	15,044	980	2,240
Crosley Radio Corp.	3,220	.....	.....
Zenith Radio Corp.	8,610	2,562	.....
American Bosch Corp.	420	420	.....
Cunningham Inc.	3,762	138	.....
Brandes Products Corp.	5,502	.....	.....
Chas. Freshman Co., Inc.	240	.....	.....
<b>TOTAL</b>	<b>75,324</b>	<b>5,670</b>	<b>2,240</b>

*One Newspaper does the job—use it!*

Daily 81,088—Circulation—Sunday 93,000

## The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

NATIONAL REPRESENTATIVES

KELLY-SMITH CO.

New York

Chicago

Boston

Philadelphia

J. C. HARRIS, JR., Atlanta

up a package of this product, lay down the cost and walk out. Through circulars and through the company's salesmen, dealers were educated to put the wrapped packages on their counters. The business grew at a great rate. Now, it is no longer necessary to push the wrapped package idea; having taken the first step it is the rare woman who hesitates to call for Kotex.

That is merchandising, but it is the type that is a plusage to copy. We did not undertake to guide the Kotex directors on how to organize a sale force. They understand well enough that they must have a sales management that is capable of determining whether we are doing our work right. If we are not, then they should get another agent. This company, the same as any other of our clients, would make a mistake if it relied on us, in a major way, to run its business from a merchandising standpoint, because this can only be done by those whose whole life is devoted to the business—but there come times when an agent can bring to bear an invaluable outside experience which he has gained in similar situations in possibly totally different businesses.

Unquestionably, there are certain types of merchandising service that the agency can and should give as one of the plusages to good copy. But it should all have to do with the consumer viewpoint. The minute the manufacturer pulls the agent off this and gets him to take part in certain types of dealer problems he loses the greatest value the agent has. The trouble is, in my estimation, that the terms "advertising" and "merchandising" are not properly understood. Advertising really is merchandising. And merchandising is a tangible, inseparable part of advertising. Every productive piece of national advertising is a piece of merchandising.

The advertising agency system in the United States, today, is a wonderful institution with great men and great organizations. It developed thus because it represented, to the manufacturer, the

consumer's viewpoint and made it possible for the manufacturer intelligently and resultfully to cater to that viewpoint. In the habit agencies have formed of straying away from this standard is to be found one of the root reasons why they do not, in all cases, have the standing with the advertiser which they deserve.

Wherever a problem comes in that is a consumer's problem, this is properly a part of copy and agency service. If necessary, the goods should be changed in order that the copy may be straight-out salesmanship in print. But if the manufacturer continuously drags the agent into certain merchandising problems connected with the dealer alone, he takes away from the agent that very sensitiveness to consumer reaction which is the agent's chief asset to the manufacturer.

Substantially the same considerations apply to an agent's owning alone, or with others, a controlling financial interest in a business for which he does the advertising. In years past I have invested money in clients' businesses to show them my confidence in our work. When I went into Government employ I divested myself of holdings in all businesses of clients where my interests were so large that I was in any manner responsible for the management in any measure greater than I would have been if I had not held stock. Experience had taught me that the agent should confine himself to *his* natural functions, and the advertiser to those that belong logically to *him*.

The agent's one great service to the advertiser is that of making himself expert in consumer reaction and he should at all times, in all ways, keep himself free, mentally and otherwise, to exercise that function.

Productive agency service starts and ends with the creation of ideas and plans in relation to selling, copy and merchandising strategy.

It does not entail the execution of sales plans or the carrying out of their details.

The agent can advise intelligently and invaluable in executive

matters. But he cannot act as an executive of a client's affairs any more than could a lawyer. He functions within a broad, yet rigid, sphere of his own. No business which could not succeed without him can succeed because of him.

This is the time of all times for the agent and the advertiser to talk common sense to each other. The setting is perfect. The power of advertising is known. The American public has wealth such as no other nation in the world has ever possessed. As the people get more prosperous, they get greater desires. As they work harder to satisfy those desires, they have to create things that, in turn, they can sell to others who are creating things for them to buy.

In this picture, with the great publication system that we have, advertising becomes a natural force to create wants. As it does this, it performs a wonderful service in our economic and social life because, as wants are created, better standards of living develop. People work harder because they have more reason for ambition. And in satisfying their wants, they constantly add to the nation's wealth and steadily enlarge the sphere of the intelligent advertiser.

### William Zwietusch Joins Geyer Agency

William Zwietusch, formerly a representative of The Crowell Publishing Company and at one time with Henri, Hurst & McDonald, Chicago advertising agency, has joined the Geyer Company, advertising agency, Dayton, Ohio, as an account executive.

The Geyer agency has also added to its staff H. A. Ruby, formerly city editor of the Louisville *Times*, and H. A. Layport, formerly managing editor of the Lima, Ohio, *Gazette*.

### S. B. Hubbell Joins C. Henry Mason Agency

Stewart Brooks Hubbell, at one time with the Farmers Loan & Trust Company, New York, has become associated as a partner in C. Henry Mason Advertising, also of New York.

### Rochester Direct-Mail Services Consolidate

The direct-mail advertising businesses of Ayer & Streb, and Yerger & Yerger, both of Rochester, N. Y., have been consolidated. The new company will be known as Ayer, Yerger & Streb, Inc.

### Reciprocity from an English Merchant

R. G. THOMSON  
LONDON, ENGLAND

*Editor of PRINTERS' INK:*

This time last year I paid my first visit to your country, and the best thing that happened on that trip was my introduction to PRINTERS' INK. I found it at Charles W. Hoyt's where I was located for two months.

Since then I have never missed a line, and, although, I have been in the textile business for thirty years (I started at fourteen years of age), I have learned more of the science of merchandising since I met PRINTERS' INK than I ever learned all the years before.

I have been emboldened to write about six articles during the last eight months for our trade journal, *The Drapers' Record*, and you will see from the last two—copies of which I enclose—that it is your teachings which have inspired them. I would sooner miss my dinner than my PRINTERS' INK!

By the way, if I can ever be of any assistance to any of your readers at any time in giving information as to conditions here, methods of selling, etc., please understand I am at their service.

One thing I would like to add, if any U. S. A. firm wishes to sell in England bear in mind that prices must be quoted "Landed," and in sterling, and stock must be held over here; also you must advertise. I had three agencies offered to me when I was in New York, but all these have turned out to be utter failures because all three makers would quote f.o.b. *New York in dollars*.

My visit to the U. S. A. was to put a branded line of Angora Wool (Furida, advertised by Hoyt's) on the market, and the first thing I learned was that I had to

1. Keep stock in New York.
2. Quote landed.
3. Quote in dollars.
4. Advertise.

It is exactly the same here. It is a pity so many U. S. A. firms do not seem to realize this.

R. G. THOMSON.

### N. I. Bienienstock Advanced by "The Furniture World"

N. I. Bienienstock, business manager of *The Furniture World*, New York, has been made vice-president and secretary, succeeding the late John M. L. Towsé. Mr. Bienienstock, who will continue as business manager, has been with *The Furniture World* for three years.

### Battery Charger Account for Carter Agency

The Liberty Electric Corporation, Stamford, Conn., manufacturer of the Ful-Wave radio battery charger, has appointed The Carter Advertising Agency, New York, to direct its advertising account. Newspapers and business papers will be used.

"...What a joy it is to work with a house like Bundscho's" writes a client. And we might add: "What a joy it is to do fine work for appreciative people!"



**J. M. BUNDSCO, INC.**  
*Advertising Typographers*

58 E. WASHINGTON 10 E. PEARSON  
CHICAGO

HERE TYPE CAN SERVE YOU

# Don't Bribe Dealers to Overstock Your Line

Expensive Display Material, Given Free with Large Orders, Not So Effective As a Display That the Dealer Will Pay For

By Roger A. Poor

Advertising Manager, Hygrade Lamp Co.

**W**INDOW displays and other advertising material which is commonly used only once, may be safely given away. But the advertiser faces another problem when he tries to get on the dealer's counter those more expensive permanent containers or display pieces made of wood or metal, which are now recognized as efficient silent salesmen for a variety of products.

The cost of such articles, even when they are made in quantity, is large. If any considerable percentage of them should not be used, the waste in dollars and cents would be far in excess of the waste in ordinary window displays, folders or other printed matter.

Then again there is the problem of the dealer who handles only a minimum stock of the manufacturer's goods, the profit from which would not be sufficient to warrant supplying him with an expensive piece of display. Very likely, with that splendid disregard for free advertising which so many dealers have, he would use it for a dust collector in the stock room.

To make sure that the dealer has enough merchandise to warrant sending him a display and to overcome his supposed unwillingness to purchase advertising matter, two methods have commonly been used to get the expensive piece into his hands. The first is to give the article free, with a complete assortment of the manufacturer's product. The second is to furnish the display with a specified—and usually generous—quantity of goods.

Both of these have their drawbacks for both manufacturer and dealer. The complete assortment necessarily contains several slow moving items, while the large order consists of a much larger stock than the principle of quick turnover warrants. In either case,

therefore, the dealer has been bribed to buy goods that he does not want, and perhaps cannot sell to his particular trade. Under the guise of purchasing merchandise, he actually has been paying for his display. And often, instead of increasing his interest in the merchandise which is being pushed, he becomes disgusted with it.

Another method, which seems to us much more businesslike, is to sell the display just as a new show case or other store equipment would be sold.

It may seem at first thought that few dealers will willingly pay for something which is built to advertise a manufacturer's product. But, if the dealer is one who thinks in terms of selling rather than of buying, he will buy outright, if he is convinced that the display in question will help him dispose of more merchandise. At least, that has been our experience.

Of course, the merchandise itself must be right and the display must be designed from the viewpoint of the dealer, so that it will actually sell goods for him.

## A PRACTICAL DISPLAY STAND

We had this question to solve a number of years ago, when we decided that the sales of our incandescent lamps would be greatly improved if we would put display stands on the counters of our merchants. This display stand would show the lamps lighted and thus not only attract attention to them, but enable the clerk to demonstrate at once how much light each bulb would give.

So we developed, from an idea which had been furnished by one of our more enterprising dealers, a wooden display stand, with sockets for eight lamps. The stand was frankly labeled Hygrade Lamps,

# FIRST

## in national advertising gains

DURING the month of August The Detroit Free Press led all other Detroit newspapers in national advertising lineage gains.

The total volume of national advertising carried totaled 337,526 lines, and the gain made was 79,464 lines.

This preference for The Detroit Free Press is not based upon individual likes or preferences, but upon a proved record of lower cost in producing returns—in an ability to cover more efficiently those homes in the Detroit market that make advertising pay dividends.



**The**  
**Detroit Free Press**  
VERREE & CONKLIN, Inc.  
National Representatives

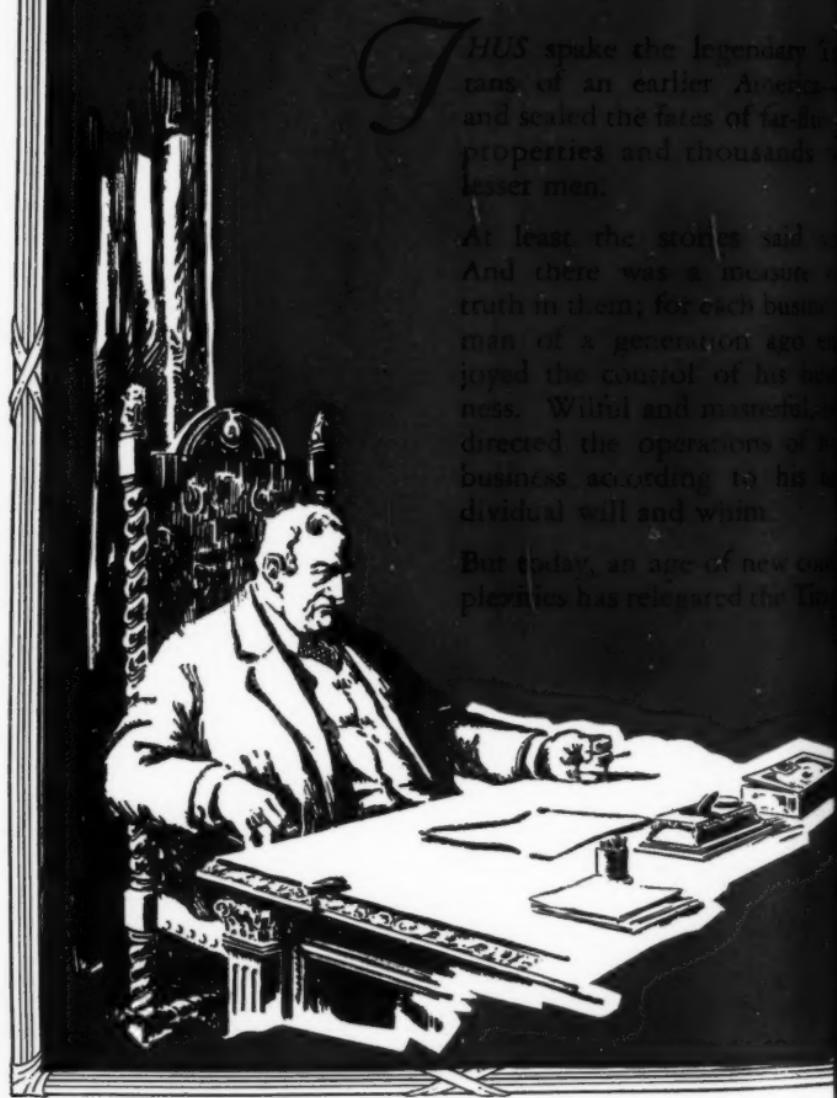
New York      Chicago      Detroit  
San Francisco

# "Buy That F — and s

*T*HUS spoke the legendary titans of an earlier America and sealed the fates of far-distant properties and thousands of lesser men.

At least the stories said. And there was a measure of truth in them; for each businessman of a generation ago enjoyed the control of his business. Wilful and mischievous, he directed the operations of his business according to his individual will and whim.

But today, an age of new complexities has relegated the Titan



# Railroad— scrap it!"

to legend. The indomitable man has been swept aside by the current of inexorable forces. Independence has given way to interdependence.

Each era breeds the men it needs—and more now emerges a new and greater Titan: the business man whose genius resides not in his stubborn will, but in his ranging intellect.

What matter that most of the influences shaping his course are out of his control? Understanding them, he will shape his course in relation to them, altering forthwith his plans where he must.

To help him transmute facts into knowledge, lose knowledge into action, in action to the complex mechanism of the new influences, *Nation's Business* is the word of the New Control in business. *Nation's Business*: subscribed to by 225,000 business men; most of them in big business, all of them big in business.

## NATION'S BUSINESS

MERLE THOMAS, *Editor*

Published Monthly at Washington, D. C. Chamber of Commerce of the U. S.

and we offered it for sale first for \$5, and later, when it was further improved with a flashing sign, for \$7. These were cost prices to us in quantity. We didn't want to make money on them, but on the contrary, we didn't intend to lose very much.

The *selling* dealer would see the value of something which would increase his sales without additional work on his part, and would be willing to invest in it. The *buying* dealer, or the man who was interested in getting something for nothing, or the man who wasn't selling enough to make such an investment worth while, would go without.

The plan worked out just as we thought! At first there was opposition. The salesmen, to a man, declared that their dealers wouldn't buy advertising. The jobbers were lukewarm, for we offered the display to them at the same price as to the dealer, so that each one they sold bore either an actual expense for handling, or, if shipped direct from the factory as most of them were, brought them nothing.

But we advertised the stand in our house magazine and in an advertising folder. The dealers saw the advantage of it and bought. And the salesmen, when they found that orders were actually coming in, became converted and began to push the stands, so that in a comparatively short time we were doing quite a business in them. The jobbers, too, began to see that the idea was sound, so they also sent in orders. Today the stand is a regular part of our advertising and the salesman, interviewing a prospect, uses it as one of his arguments for larger sales and greater profits.

Of course, all dealers didn't like it. Occasionally one would return the stand after we had asked him for payment once or twice, with the statement that he thought we had just loaned it to him and that the charge was on the books for effect only. When this occurs we take back the stand gracefully and tell the dealer that we mean what we say. But most of them realize that they are making an investment.

Sometimes one will tell us that

he has a home-made stand that is much superior to ours, and that he won't pay \$7 for something that he can make for much less, forgetting of course that he has omitted to include labor and, many times, appearance, in his cost estimate.

If a man has gumption to make his own displays we are glad of it and tell him so. The great problem is to get the lamps before the customer and sell them.

I ought to mention, too, that when objection is raised to paying for a piece of advertising, we always explain our position; that the stand is expensive; that only a dealer who is aggressive will use it; that if we gave it to all of our dealers the cost would be so excessive that we would have to advance our prices so that the progressive man would be paying for material supplied to the back-number. Furthermore, we say that if a man buys something he is going to get his money back, while if it is given him, he treats it as a gift of no value and often refuses to use it; and that measured by the years of service which it will give, the cost for any one year is so small as to be negligible, easily covered by the sale of even a few additional lamps. Then we tell him that it can be used in the window, too, and so bring in business night and day.

That we are correct is demonstrated by the fact that over half of our dealers have bought the stand and orders are coming in for it from all parts of the country so regularly, that we can plan our stocks with as much certainty as those of our regular merchandise.

#### J. R. McKinney Art Director, McLain-Simpers

J. R. McKinney, recently with Van Name & Hills, Inc., New York, has joined the McLain-Simpers Organization, Philadelphia advertising agency, as art director. He was formerly with the Livermore & Knight Company, Providence, R. I.

#### Consolidated Cigar Acquires G. H. P. Company

The Consolidated Cigar Company, Philadelphia, has obtained control of the G. H. P. Cigar Company, of that city. The G. H. P. Cigar Company manufactures the El Producto brand of cigars.

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The 25 Cents • October 1926

# AMERICAN LEGION

Monthly



*Beginning HOW RED IS AMERICA?*  
— By WILL IRWIN —

To examine a copy of The American Legion Monthly is to be convinced that here is a magazine with a strong appeal. Its contents are purposely planned to stimulate thought and action. And the fact that its readers are young, growing American families, with increasing purchasing power, enhances the value of its advertising pages.



All who give thought to the future of America will be interested in Will Irwin's series, "How Red is America?", which starts in the October Issue of The American Legion Monthly.

## What America Thinks of The American Legion Monthly

**S**CARCELY had the first issue of The American Legion Monthly come off the press than congratulatory letters began to pour in from Legion members and others. Physicians, attorneys, bankers, publishers, and business men and women, as well as mere "home-folks," paused in their press of work to write a continuous stream of "letters to the editor." One of the most interesting of these bears the postmark of Geneva, Switzerland, and the distinguished signature of Legionnaire Reginald Wright Kauffman. It said in part:

"Speaking both as a former magazine-editor and a magazine-writer of longer standing than I care to consider, I put the Legion's new periodical in the front rank for text, illustrations and typography."

From Ray Lyman Wilbur, President of Stanford University, came this expression:

"You have good balance between articles like that on Jefferson, and articles of the more popular sort \* \* \* Personalized history is one of the very best ways of stimulating interest in the principles back of our republic."

And—as if to prove the exceptional breadth of appeal of this magazine for ALL Americans—a long and interesting letter from Ban Johnson, President of the American League, contains this illuminating paragraph:

"I am gratified to know that you will give space to sports as well as the more serious affairs of the day."

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Charles M. Schwab, in writing of the magazine, which he says "I have read with interest," remarks:

"Upon the conception and execution of your new magazine, I heartily congratulate you, as I believe there is a large opportunity to promote American principles through the publication of a periodical dedicated to the interests of the many thousands of men who participated in the World War."

However, not all comments refer to these serious phases of the publication. Many praise the excellence of the short stories, the serials and even the much-quoted joke page. As if to summarize all of these features, James J. Davis, Secretary of the Department of Labor, writes:

"I have just read the July issue of The American Legion Monthly. It is a corker. It is a very attractive, good-looking publication, and the make-up is splendid."

That such keen reader-interest can but result in profit to those who advertise in the publication is suggested in one letter after another. In support of this statement we quote just three sentences from a two-page single-spaced typewritten letter by Ray James, Finance Officer of American Legion Post No. 186, Hancock, Michigan:

"Advertising in the Legion magazine is sure to reach the men, for I have yet to meet a Legionnaire who does not read his magazine from cover to cover. We take other magazines and glance them over, reading here and there, but the Legion magazine is our magazine and we all take a personal interest in it. \* \* \* An advertiser is practically guaranteed that his advertisement will be read."

# *The* **AMERICAN** **LEGION** *Monthly* *A Magazine for ALL Americans*

# An Interesting Letter from Our Files~

ILLINOIS CENTRAL SYSTEM  
Office of the President

CHICAGO, June 28, 1926.

C. H. MARSHALL  
President

Dear Mr. McQuigg:

The Legion is to be congratulated upon the advance it is making in publishing such a capably edited and attractively presented magazine. The Monthly expands and improves the material which was already so widely welcomed in the Weekly.

I have no suggestion for the further improvement of your publication, unless it be that you carry more articles as timely and as humanly interesting as the one entitled "Mr. Thomas Jefferson Goes Shopping" in the July issue. A real service is rendered the best type of Americanism by thus presenting the characters in history in a familiar and an entertaining light. There has been a tendency to let our historical characters get too far above and beyond us.

I shall look forward with much interest to maintaining in the future the acquaintance I have just formed with The American Legion Monthly.

Sincerely yours,

*C. H. Marshall*

Mr. John R. McQuigg,  
National Commander, The American Legion,  
Indianapolis, Indiana.

# The AMERICAN LEGION

231 Madison Avenue  
New York, N. Y.  
Pacific Coast and South

New England  
CARROLL J. SWAN  
East - BLANCHARD - NICHOLS - COLEMAN

410 N. Michigan Ave.  
Chicago, Ill.





# Finding New Ways to Emphasize the Name Plate

Making the Advertiser's Identity Known, with Unmistakable Force, by Means of the Unusual Name Plate Display

By W. Livingston Larned

SOME advertisers appear to feel that the name plate should be subdued. Others are equally sure that nothing can be more important in the layout than the name of the product or its manufacturer. It is the "sign outside the door," they say, and should not be subdued or pushed into the background.

The practice of soft-pedaling the name plate certainly does not have much to support it. What is to be gained? Surely one of the very first things the reader wishes to know is the identity of the advertiser. Why not make this information stand out prominently?

There are no less than a round dozen methods by which the name of the product or its maker can be brought to the immediate forefront of attention. They are:

1—Placing the name in close juxtaposition with the trade-mark, the illustration or a standardized unit, such as an advertising character.

2—Full display, the entire width of the advertisement, in bottom position, accompanied by pictorial devices which may change with every separate insertion.

3—The name plate put at the top of the advertisement, in order that it may be the very first thing seen, if the order of precedence carries any weight in the reader's assimilation of a display.

4—Allowing the name of the

product to make its showing as it appears on the article.

5—Frequent duplication. That is, several repetitions of a signature, in a set style, scattered through an advertising layout.

6—Originality of hand-lettering. That is, the name plate rendered



THE CYCLONE FENCE COMPANY MAKES ITS NAME PLATE THE FEATURE OF THIS ADVERTISEMENT

in such an unusual and unconventional style that it is certain to attract the eye, in whatever size it appears or wherever placed.

7—Sheer brutal power of display. By making the name larger than any other unit in the advertisement.

8—Making the name a part of the headline and reproducing it in

its regular trade-mark style. 9—Various art devices, in the pictorial layout, so arranged that they all lead the eye down to this part of the composition.

10—Superimposing the name plate across the illustration and allowing the art work to act as its frame.

11—The admitted power of segregation. "Floating" the name in a liberal area of white space.

12—When the advertisement is in two colors, running the name in color.

may find the name of the product only on the can. And this can may be small in size as compared with other elements in the composition. But the container is put in action and therefore attracts the eye first. Therefore, the display value is proportionately increased.

It is also a current vogue always to show the name near the product itself, if not on it. It may be a plate of Sunshine wafers with the hand-lettered name touching it, or a section of Upson Board, with the name plate split

# KREULITE

# CHRYSLER 70



INSTEAD OF BURYING THEIR NAMES IN THEIR ADVERTISEMENTS, THE FOUR ADVERTISERS WHOSE NAME PLATES ARE SHOWN ABOVE USE THESE CLEVERLY CONCEIVED DESIGNS WHICH MAKE THEIR NAMES STAND OUT FORCIBLY

There are other methods, to be sure, but these are the more important.

In former days, it was customary, almost arbitrary, to run the name plate at the bottom of the advertisement. This rule no longer holds good. The signature may appear in the most unexpected places and singularly clever positions and arrangements are arrived at.

One point appears to be rather generally admitted: if the name plate can appear in the advertisement exactly as it is to be found by the consumer on the article, so much the better. There is a desirable association of ideas here.

In Wesson Oil color pages, you

in half, running on both sides.

In the advertising of Fostoria glassware, it is customary to run, first, a halftone photographic illustration, then the name, in a hand-lettered form not easily forgotten, and finally the text, beneath. The name plate takes the place of the headline or caption.

In Mirro aluminumware advertising, the practice is to superimpose the name plate against a black background as a part of any illustration of the ware which may be shown. The two are absolutely inseparable.

There are name signatures so absolutely distinctive as to character and design, that they are certain of attention-compelling value,

come what may, and such advertisers need not worry. The problem is settled for them well in advance. I have seen, for example, in page size, the name plate of Liquid Veneer occupy space not more than an inch in width, yet the peculiar and distinctive character of the lettering made it of major importance. Typography and illustrative matter made not the slightest difference. Those slanting black letters held their own, valiantly, even when subdued and held in the background.

A new idea has been recently adopted by some advertisers and that is to keep the signature in bottom position, but to merge it with the main illustration, which, as precedent teaches, should almost invariably appear at the top of an advertisement.

An example of this is to be found in the current campaign for Roger Brothers silverplate. All copy and headlines are held at the top of the space. The illustration and the signature occupy bottom position, one working in behalf of the other and as the illustrations are apt to be most attractive, the signature travels in good company.

Other advertisers set out, calmly, and with no apologies, to devote at least one-third of the total space to the signature. This is true of the advertising campaigns of Hinds Honey and Almond Cream. Pictures and copy take second place to the hand-lettered name of the product. It appears to the center of the layout, which makes it all the more conspicuous.

There is another style represented in Sellers kitchen cabinet advertising. Last year, a pictorial scheme was devised whereby the illustration was always enclosed in an odd form which terminated in an arrow. And this arrow pointed down to the name plate.

In fact, every element in the different compositions had a tendency to guide the reader, visually, to the name. It was quite inescapable.

Other advertisers try the expedient of a facsimile reproduction of a hand-written signature, as in Hartshorn advertising. Set at

a slant, this bold and dominant signature is not easily pushed into the background. And there is always the added value of a personal document. The advertiser, the originator, has himself "signed" the message.

It will be found that the value of a signature of any kind depends very largely upon its original designing. Many firms must adhere to a hand-lettered, conventional character which was originated years and years ago, but however outmoded and old-fashioned no changes are permissible.

New advertisers with new products would do well to pay sharp attention to the designing of their name plates.

Coca-Cola advertising demonstrates still another idea in name display. A sign has been devised for all dealer use. And a facsimile of this sign is the advertising signature.

In the advertising of Sunshine products, the expedient is most ingenious. The size of the signature has little or nothing to do with the importance in the layout of the name plate. A ray of light, brilliantly superimposed over typography and illustrative matter, always leads the eyes to the signature, in whatever position it may be. It is a directing and focusing plan, most cleverly arrived at.

Then, again, some advertisers very ingeniously build action around the signature, changing its character with each separate insertion. An example of this may be found in the embellished and "action" signatures for Hawaiian pineapple. Wedged in between the two words, you are apt to find a recipe illustrated, or pictorial instructions about how the can is to be opened.

It is a current vogue to call attention to the name by placing it just where it has never been before: the marginal white, at one side, embedded in a maze of small type, hanging topsy-turvy from an illustration—almost anywhere, and never where tradition says it should be. The scheme is by no means a bad one.

The Drano series illustrates still

another. The main illustration at the top carries a dotted line, related to the product and this dotted line carries right down to the signature in bottom position.

Now and again, a campaign will deliberately conceal or cover up its signature, there being a legitimate reason for the practice. Certo falls into this class. In a double spread in colors, the signature is nowhere observed. You do not know who the advertiser is until you read small type.

But the atmosphere is such as pleasingly to stimulate interest. In this instance, the advertiser felt that there had been a misconception of Certo and of what it did. Previous advertising may have prejudiced the market or at least have turned a certain number of readers away. These natural skeptics could not believe there was a better way of making jelly and preserves than the old way. In order to win them back, the advertising deliberately covered up its own true identity. After copy and illustrations brought conviction, then they might learn that this was a campaign in behalf of an often product.

### Armstrong Asks Dealers to Specify Use of Its Product

SIX years have passed since the Armstrong Cork Company introduced the Armstrong cork box toe to shoe manufacturers. During the first few years no intensive effort was put behind the product, which seemed to make satisfactory, though modest, progress.

This situation continued until a time when the public developed a preference for shoes with soft toes. The vogue seemed to take hold at once and the Armstrong company was quick to see its opportunity for increasing the sale of its product. The missionary sales promotion and advertising work being done is directed to enlisting the dealer's support.

"The public is not prone to dissect any ready-to-wear garment

and demand that certain specifications be built into it," writes A. K. Barnes, assistant sales manager of the linoleum division, in answer to an inquiry from PRINTERS' INK regarding the company's merchandising plans for Armstrong cork box toes. "On the other hand," he continued, "it is the company's firm belief that the retailer is the biggest factor in having any material specified and, accordingly, it is directing its efforts further to develop outlets for the product by concentrating its efforts on enlisting the retailer's support."

Through representatives in the field and trade-paper advertising, dealers are being made familiar with the sales-producing qualities of shoes made with cork box toes and the advantages which they possess over other types. One advertisement, for example, after explaining the various selling points, asks the dealer: "Aren't these important points in a good box? Can't you use them in closing the sale of the shoe you want to sell?"

These questions lead up to the fundamental idea behind the campaign, which is the development of a dealer demand that, when made known to manufacturers, will convince them of the desirability of using Armstrong cork box toes in the construction of their shoes. The dealer is moved to act on the suggestion which immediately follows the questions put to him. He is told that it is an easy matter to be able to take advantage of the selling points outlined. All he has to do is to ask his manufacturer to use Armstrong cork box toes in his next shipment.

"No doubt the progressive type of retailer can use the idea of cork box toes to advantage in selling to the consumer," Mr. Barnes said, "and there should be something gained by the use of the word 'Armstrong' and maybe a word of explanation that the box toe is made by the same concern that makes Armstrong linoleum and other products."

Distribution of the box toe is under the direction of the shoe products division of the company.



## The United States Daily Is Not Meant for Super- ficial Readers

The people who read it in 1,081 cities in this country and in every nation in the world are serious-minded. They turn to this newspaper for facts—not entertainment. Facts are the essence of conviction. What an unusual background, therefore, is afforded advertisers for the presentation of their own fact announcements.

The United States Daily is not thrown away at the end of the day or after a few glances at the headlines. It is retained—kept on file and referred to often. We admit that it is of no value to the superficial reader—but it is a paper absolutely indispensable to those who take it.

Reaching

Influential America

# The United States Daily

Established March 4th, 1926

*Presenting the Only Daily Record of the Official Acts of the Legislative, Executive and Judicial Branches of the Government of the United States of America*

DAVID LAWRENCE  
President

New York Office:  
52 Vanderbilt Ave.

Washington

Chicago Office:  
London Guarantee Bldg.

VICTOR WHITLOCK  
Vice-President and  
Director of Advertising  
San Francisco Office:  
Bulletin Building

# Cleveland Radios

## September 20-26



The Press  
is the  
First  
Advertising  
Buy in  
Cleveland

# The Cleveland

Detroit  
San Francisco

L A R G E S T

NATIONAL REPRESENTATIVE ALLIED  
230 Park Avenue, New York City 410 N. M.

D A I L Y C I C U

# ioShow

THE Cleveland Radio Show opens at Cleveland Public Hall — America's Greatest Show Place—Monday, September 20th. The big show edition of The Cleveland Press will be published that same day.

During the last radio season The Press published 67,428 more lines of local radio advertising than all other Cleveland daily newspapers combined, and the ten largest local radio advertisers used 5,392 more lines of space in The Press in SIX days than they did in the other two papers in FOURTEEN DAYS!

The Press published 85,626 more lines of local radio advertising than the Daily News, and 160,715 more lines than the daily Plain Dealer.

The largest radio show edition will reach the largest radio audience reading any one newspaper in the State of Ohio thru the advertising columns of The Press.

Your radio product, accessory, set or specialty should be represented there. The PRESS is a SELLING medium.

# Press

ASSOCIATED ALLIED NEWSPAPERS, INC.  
& Co  
410 N. Michigan Blvd., Chicago

CIRCULATION IN OHIO



*First in  
Cleveland*

Seattle  
Los Angeles

*We wish to announce  
the appointment of*

**E. M. HARMON**  
*as Associate Editor of*

**The Dairy Farmer**

WITH a broad and successful experience in activities of the dairy industry, a well-rounded editorial and journalistic background, and respected as an authority on the many phases of dairying. Mr. Harmon comes to The Dairy Farmer well equipped to enlarge the established policy of America's largest dairy magazine—to give its readers the best in service and experience available.

It is these constructive editorial aims that have made The Dairy Farmer the authority on dairy husbandry.

**The Dairy Farmer**  
"America's Largest Dairy Magazine"

E. T. Meredith, Publisher

Advertising Offices:

Des Moines      New York      Chicago      St. Louis  
Kansas City      Minneapolis      San Francisco

# Overproduction? Try a Few New Uses!

How the Makers of Columbia Yarn Trebled the Percentage of Their Share in the Industry's Business by Four New Marketing Ideas

By George Rudisill

Advertising Manager, The William H. Horstmann Company

LITTLE did Sister Susie realize, when she was so busy knitting socks, sweaters, helmets and wristlets for the boys over there, that when she laid down her needles she would be creating a tremendous marketing problem for one of America's great industries. The outlet for yarns in those war days was every porch swing, movie, street car and office. There was scarcely a place in the country that wasn't a knitting place busily using up the products of the yarn mills while fair fingers turned yarn into everything a man might and might not need overseas.

But when Sister Susie stopped knitting she stopped it with a crash. She lost interest in knitting all at once. She went in for totally different things, as mothers worried about their flapper daughters will verify.

Those were the times when the heads of knitting mills looked at production and sales figures and did a lot of thinking. It was all right to talk about the pendulum swinging back, but the big boss in the mill had a terrifying thought that perhaps the knitting needle had been thrown away just as conclusively as the tandem bicycle. He decided that some new way to make the little ladies of the land use yarn again would have to be devised. It was a case of searching for a new use with a vengeance.

One has only to look at the jump in sales from 1914 to 1918 to see how the war stimulated the whole yarn industry. But the real trouble in sales came when the knitting needle was laid down for the lipstick. During war time, the industry did sufficient business to enable a dozen manufacturers to show pleasing profits. Three years ago, the entire volume could have

been handled conveniently by one or two manufacturers. It was quite evident that somebody had to corral a real share of the staple business that remained, and in addition create a new desire for hand knit sweaters or work out some effective new use for knitting yarns.

The outcome of this situation was that four Columbia marketing ideas were developed that have been directly responsible for trebling our percentage of the whole industry's business. The strength of these unusual creations is indicated by the fact that the industry has enjoyed an uninterrupted increase in yarn consumption since their introduction.

Let us look at the task we faced. Dealers were carrying large stocks and so were the manufacturers. Dealers were not inclined to make further investments either in accessories or stocks of new colors for new fashions. It was an unpleasant outlook. To make it still worse, in the rush to decrease inventories prices were slashed.

After thinking the matter over carefully, we decided to maintain our old prices for some time and to make up for the difference by rendering some sort of new selling service for the benefit of our dealers. We started this by the simple method of sending each month to every Columbia dealer a supply of attractively illustrated folders which described some new thing to make with yarn. One book, for example, gave a list of new things which might be knitted for the baby. A complete reversible four-piece set, reversible meaning that one side was white and the other side pink or sky blue, was worked out with simple directions for knitting each piece. Other booklets described fashionable new

products in knit sweaters and vests, giving in each case complete directions for every part of the product described.

Each one of these booklets capitalized the idea of selling yarn for our dealers instead of selling it to them. Each emphasized the fact that dealers already had the necessary yarn in stock and that the ideas in the booklets would turn the yarn into useful products made by their customers. There were sweaters, caps, scarfs, afghans, and any and every item that the season made stylish or useful. These suggestions did much to retain the good-will and enthusiasm of our dealers, who soon found themselves selling more yarn than their competitors.

The idea was taking nicely, and we soon changed from folders to booklets. Then we got out several pretentious books which we sold to the dealers for a nominal charge, and which they, in turn, sold to their "regular knitters" at a good profit. We had accomplished, in a two-year period, a rather remarkable thing; for we had secured enthusiastic co-operation from our dealers at a time when practically all competition was struggling on a purely price basis.

In the third year, we reached the point where we could, without imposition, request dealers to increase their stocks. We did so in

the form of another Columbia creation, by which we sold five balls of yarn where only one was sold before.

Our dealers were already maintaining in stock 100 per cent more colors than those handling competing lines. Nevertheless, we desired to add five shades each of six new colors. Fashion had created a demand for graduated colors. These were used in the knitting of Jewel-Tone sweaters. Ordinarily, under such circumstances, the store's first move would be to bury a number of semi-popular colors, and replace them with the Jewel-Tone. We, of course, did not favor such a move. There would have been, by the general rule, a period of sparring, resulting in a delay which would reflect either to our disadvantage or make the addition too late to take advantage of the fashion.

For these reasons, we adopted new tactics. In place of making up the new colors and permitting them to become a more or less welcome addition to an already large family, we put them up in a way that violated all of the axioms of yarn boxing, and rendered them scarcely recognizable as new colors. Columbia Jewel-Tone was packed five balls of



FOUR OF THE FIVE YARNIES WHICH PROVED MOST POPULAR AMONG YOUNG CONSUMERS. WADDLES, THE DUCK, IS THE ACKNOWLEDGED LEADER.

graded shades to a box; sufficient yarn for making the latest thing in sweaters. The stores bought Jewel-Tone to rejuvenate knitting.

# Ask the Advertiser Who Uses It!

Give **PHYSICAL CULTURE** the Packard test. Let **PHYSICAL CULTURE'S** advertisers tell you what they think of it:

"The best pulling magazine on our list"—"On a cost per inquiry basis it leads the field"—"We were so pleased with the results of our first advertisement that we immediately contracted for monthly space for the whole of 1926"—"We haven't missed an issue for years"—"It has made money for us"—"While we have 142 magazines on our list, **PHYSICAL CULTURE** stands out as one of the leaders"—"Pulls continuously"—"It leads in reader interest—that's why it pays advertisers so well"—"We have been advertising in **PHYSICAL CULTURE** for twenty-six years"—"The type of replies from **PHYSICAL CULTURE** is superior"—"It reaches an intelligent class"—"It stands first on our list"—"Our best medium"—"We have used it twenty-five years"—"We look upon **PHYSICAL CULTURE** as one does upon an old friend"—"An outstanding medium"—"It appeals to broad-visioned Americans"—"We have been in every issue since 1913"—"Our advertising in **PHYSICAL CULTURE** brings larger returns than any other advertising we are doing"—"We have missed only one issue in fifteen years"—"**PHYSICAL CULTURE** has always been a wonder"—"We have used it consistently for eight years."

The above are just a few extracts from letters recently received from advertisers.

To paraphrase another famous slogan—"Such enthusiasm must be deserved."

# Physical Culture

1926 Broadway

New York



## *Another fact—*

While but one-third of the nation's farms are in the "Heart States," this heart of American agriculture produces considerably more than half the farm wealth. . . . *Here* is the farm market. And *here*, served by Successful Farming, is unequalled farm buying power.

# SUCCESSFUL

*More than a million copies  
each month  
to Real Farms in Real Farm territory*

Meredith P. Comp

# A Million Friends

## *Farm families who keep house with Successful Farming*

Here is a letter that tells its story. It bears out a fact that will interest every American business man:

"We have taken Successful Farming for years and our parents read it before we were married.

"There is something of interest for each member of the family. The little boys always want to see the bedtime story; oldest son looks for the Hog Department; Daddy usually looks for the editorial and the Dairy Department, while 12-year old daughter, as well as Mother, turns first to the Home Department pages and the Poultry section.

"Then we keep finding other things of interest every time we pick up the magazine. We feel we could hardly keep house without Successful Farming."

From alert, progressive, "Heart States" farm families come thousands of letters like this each month.

Successful Farming is edited for the entire farm family. And it reaches them—a million every month. These letters, from an average of one out of every five or six subscribers, prove it.

# FARMING

with P. Company

E. T. Meredith, Publisher  
Des Moines, Iowa

# Yes! This City is Ready for Your New Schedules!

Beneath the watchful eyes of national sales executives Dallas stands forth as one of the high-lights in the great panorama.

For hundreds of firms this city is the main point of contact with all Texas and the Southwest. It is the trade-capital for what is perhaps the most rapidly developing region in America.

Right now, in this key city, conditions-indicators are favorable. Progress and expansion are the orders of the day. Selling organizations are steadily exceeding their former sales records.

\* \* \* \*

Check transactions (probably the most accurate single business indicator) for Dallas banks are averaging

\$6,000,000 to \$8,000,000 more per month than last year. About 3½ per cent.

Savings deposits total a million dollars more, for the city, than at this time last year. Some 7½ per cent.

How is YOUR sales volume for the Dallas market?

\* \* \* \*

Records of national advertising gains of Dallas papers prove that The News and The Journal are winning ever-greater preference.

These two papers provide coverage of unexcelled thoroughness. Their combination rate (optional) is incomparably lower than the combined rates of any other two papers.

*List the News-Journal combination for Dallas!  
One order, one handling, one billing.*

## THE DALLAS MORNING NEWS THE DALLAS JOURNAL

They bought it in a big way and they sold it in a big way. The plan worked satisfactorily both for us and for the stores, and customers still demand it long after its death was expected.

Each buying season, by this time, was showing a very substantial increase over its predecessor. Stores were doing a profitable yarn business and they all had in mind the profitable war time sales and were willing to do anything within their power to get back to that old sales volume.

That is one good thing about an industry which has had a few big boom years. The retailer is always thinking in terms of the business which he knew was possible because he saw it with his own eyes. He is always willing to try new ideas and willing to co-operate to put them over since his mind is fixed upon the fact that if something would happen sales might possibly jump to the high peak which he knew in the old days. Realizing this and working with our research department and with consumers to discover another new plan, we worked out a new and bigger idea than we had ever dared think of before. We designed a line of hooked yarn rugs, knowing that they were popular, to be made with our regular Columbia stock sweater yarn. These rugs were of various sizes and of unusual design. Some of the foremost rug designers of the country were called upon to work out for us rugs of all sizes from the 6 x 9 to the small wall panel of 24 x 37 inches. These various sized rugs required for their making anywhere from twelve to 179 balls of yarn each.

In working out a method by which we could assure satisfactory results to the knitter, we made the plan as foolproof as possible by printing the rug pattern in full colors on burlap. The worker in this new field for knitters could then use the burlap as a base for her rug. Many accessories were necessary for rug making. There were rug shears made especially for us, a rug needle, a spring needle, Columbia Rug Cement, and

also a rug frame. These were sold at a reasonable price to dealers for resale at a little greater than usual profit. The spring needles, for example, we sold to the retailer at \$9 a dozen and suggested a resale price of \$1.24 apiece.

In addition, we worked out a Columbia Power Rug Clipper of special design and a flexible shaft for use with a  $\frac{1}{4}$  h. p. motor. This clipper enables an operator to clip a large hooked yarn rug in a short time. We sold this to the store with its drive shaft for \$35 and showed each storekeeper how he could make a nice earning by charging moderate rates for clipping rugs.

The dealers had the yarn and when they sold the accessories at a profit they also sold more yarn. One retail outlet disposed of more than 1,000 rug patterns in actual retail sales in less than seven-months' time. Others were very agreeably surprised at their success. Their sales, as well as ours, began to mount toward the war time level. Hooked yarn rug sales have steadily increased ever since these rugs were introduced. They have also become the best sort of business insurance for the whole industry. For hooked rugs, unlike sweaters, are not dependent on quickly changing styles. They have been popular for scores of years and we hope to keep them and their making popular for years to come.

This succession of ideas having had the result we hoped for, namely a steady increase in sales, we tried our next and latest scheme.

This was a family of unusual toys for children which we called Columbia Yarnies.

In the first place, these little animals were given a very definite personality. There is Oscar, twenty-three inches high, who is a bird with a top knot and horn-rimmed spectacles on his beak, attached to the base of his neck by as dignified a ribbon as was ever worn by a venerable diplomat. Scat, nineteen inches high, is a cat with his back humped up at a tremendous angle and a nice

tufted wooly tail at his north end. Jocko is a monkey with a body eleven inches high and a long tail which curves in an alarming manner. In addition to these animals there is Waddles, the duck, Woof, the bear, Dandy, the lion, Weenie, the dog, Ella, the elephant and saucy little Micky, the terrier, and Peter, the rabbit.

These animals are made by punching the yarn through a canvas pattern in a similar manner to the way the hooked rugs are made. The fur effect which gives them that comfy feeling so pleasant to children is then cut into shape as indicated on the pattern, sewed together and stuffed. The finished Yarnies are as rigid, durable and attractive as any toy animal of the ready-made variety. But they are cheaper and have the advantage of being made in the home under clean conditions, and by the mother who takes an added joy in giving something to the children which she has been able to make herself.

This Yarnie plan developed, as I have indicated, from the hooked yarn rug principle in a cheaper and more simplified form. Yarnies are made on a hook and do not require clipping. Each of the Yarnies is made from one to four balls of Columbia floss with from one to five skeins of embroidery wool used here and there for marking the faces, the ears, paws and other details. The embroidery wool is furnished to the dealer in an envelope with the pattern and is included in the pattern price. Only eleven different colors of floss are used in the entire line, so that it is not necessary for the dealer to maintain a large color stock. The patterns are stamped on a tough fabric of suitable weave to make it easy for the needle to go through them.

In line with our previous experience, we mark each design with full working directions, the names of the parts, where to join them, in what color to work them out, where to cut, etc., so that even a child could make them. This, I believe, is one of the reasons why the marketing plans we have tried have gone over. We

have endeavored to make directions as nearly foolproof as possible, writing them in simple language and leaving nothing to the guesswork or imagination of the woman who buys them. In each pattern we pack an attractive envelope showing a colored illustration of the Yarnie to be made and containing further detailed illustrations and all necessary parts such as eyes, wooden feet, wire, elastic, ribbon, embroidery, and the like.

The new Yarnie idea is one of our best—and, keeping in mind our policy of selling yarns for art needlework departments, not to them—it is interesting to know that each Yarnie requires from one to four balls for its making.

In order to interest the retailers in this new plan, we made a special introductory offer of an assortment which would cost the dealer \$50. This assortment included one dozen each of five selected designs with a supply of sanitary stuffing, needles, hooks and cement. We pointed out to the retailer that these five dozen Yarnies, together with the floss that he will sell to make them, will bring him in over \$200 of quick sales, if he displays them properly, at a 40 per cent or 50 per cent mark-up. In order to help him sell them more quickly, we accompanied the pattern by a little colored picture postcard which he was to send out to consumers. Each assortment also carried with it a supply of consumer folders for counter distribution. Moreover, we found out, by asking consumers, that Waddles, No. 3,102, was one of the best sellers of all the Yarnies. We, therefore, included a finished model of this item for dealer display purposes. When added up, this assortment, including the dealer helps and a newspaper mat, came to a total of \$52.78. We allowed each dealer a discount, for ordering immediately, of \$2.78, making the assortment cost him around \$50.

So Sister Susie, who put the knitting industry up in the skies and then allowed the market to drop kerplunk to the ground by

K N O W N M E R I T



Dr. Elmer V.  
McCOLLUM  
*Nutrition*





"There's no place like home"  
—and the Graphic goes there

## —in which we tell you something about yourself

*A frank talk with you and a word of appreciation for the splendid manner in which you have backed up our efforts to give New York a home newspaper*

ON the second anniversary of the NEW YORK EVENING GRAPHIC, it is proper that the advertising department should take this occasion to address a message to you readers of the GRAPHIC. And, contrary to the usual custom, we shall tell you more about YOURSELVES than we shall tell you about ourselves—and perhaps we can tell you some things about yourselves that you aren't aware of. We shall try it, anyway.

The only way we could find out who you were and what you were like was to ask you—and we have asked you in several different ways. Not that we, ourselves, had any doubts as to your standing (mentally, morally or financially) but advertisers and advertising agents must be SHOWN—sometimes we think they want the most OBVIOUS facts proved—but that is neither here nor there. Prove them we must, and prove them we have.

In the first place we found out that a great many of you have read the GRAPHIC since the first number, two years ago; more than one fifth of you have been reading the GRAPHIC a year. That's a pretty good record for loyalty. We don't think many papers can equal that. Perhaps none of them can.

And most of you prefer the

GRAPHIC to any other newspaper. That IS a record.

Now, what do you like best about the GRAPHIC?

More than one third of you prefer the Physical Culture Page to any other feature. That guarantees to advertisers a vigorous, healthy audience—a following that for sheer vitality would be hard to beat.

Slightly less than one third of you prefer the editorials to any other part of the paper. That guarantees a THOUGHTFUL audience. And THOUGHT and VITALITY being the inevitable forerunners of ACTION—it's no wonder that you are the most RESPONSIVE audience alive.

One quarter of you like the whole paper—but we are suspicious of that figure. We think it would be lower if you'd taken more time to analyze your likes and dislikes. But it's a great compliment to us anyway and we thank you.

And then, next to your liking, comes the news service, the woman's page, including pattern service, shopping service, etc. Then follows the daily true story feature, the illustrations, letters from the public, serial stories, etc.

What other newspapers do you read? Well, the New York Times

is your favorite among morning papers. Then along come the World and the Herald Tribune and the American. Next, the Daily News. That's all right. With 2,400,000 morning newspapers sold in New York, nearly everyone reads two or more papers and it looks as if the readers of the GRAPHIC prefer the BEST.

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Your patronage among the leading department stores is divided, in popularity, between Macy's, Gimbel's, Hearn's, Wanamaker's, Bloomingdale's, etc. It is a tribute to the GRAPHIC that Hearn's and Bloomingdale's should be so near the head of the list for they are GRAPHIC advertisers. But then, you have told us that more than half of you are influenced in your purchases at the New York Shops by reason of the advertising you see in the GRAPHIC.

And how you do read the advertising pages!

You buy so much furniture from the GRAPHIC'S advertisers that this paper carried more lines of furniture advertising during the first six months of this year than any other evening newspaper in New York except one. You buy so much sporting goods from Davega, through the GRAPHIC, that their advertising manager writes us "The GRAPHIC is always dependable." Indeed, your patronage of the GRAPHIC has meant a gain to us of 905,146 lines of advertising for the first six months of this year over the same period last year. And at that we beat the field—all except

one other evening paper—the Sun, our esteemed contemporary.

We advertised on a single page in the GRAPHIC a set of booklets on motoring for one dollar. You sent us more than five hundred orders. And then, just to show how versatile are your tastes, The Macfadden Publications advertised a book of Valentino's poems for \$2 and you came through with a like number of orders.

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We think you're the liveliest readers that any newspaper ever had.

Another thing we like about you is that you're growing. There were 225,000 of you in the Spring and now, this Fall, you have grown to more than 300,000 and you have made the GRAPHIC *the second largest newspaper in the evening field*. That's a record.

You'll notice that we don't talk of you or think of you as the Sweeneys, the Stuyvesants or the Joneses. We think of you as an ever-growing group of vitally alive, intelligently alert and extremely thoughtful residents of this great city of ours—interested in the same things that interest us—**BETTER HOMES, BETTER BODIES and BETTER CITIZENSHIP**. That's why we say "**THERE'S NO PLACE LIKE HOME**"—**AND THE GRAPHIC GOES THERE**.

You've helped us, in two years, to build up a newspaper that is growing in size and influence every day.

And when we are *first* in the field (it won't be long now)—we're going to give you the credit for the greater share in the glory.

# NEW YORK EVENING GRAPHIC

Harry A. Ahern, Advertising Mgr.  
25 City Hall Place, New York

Charles H. Shattuck, Western Mgr.  
168 N. Michigan Ave., Chicago

*This advertisement appeared in the second anniversary issue of the NEW YORK EVENING GRAPHIC, published Wednesday, September 15th, 1926.*

laying down her needles quickly, has merely grown up. We have watched her changing her buying habits. She still gets out her knitting needles occasionally to make a gift for her friend's baby. We have seen to it that she gets instructions on how to do that with our own yarns. But baby items are the only things of any account that can be depended upon to remain stable for home knitting, so still thinking of Sister Susie and realizing that she wanted a home of her own, we follow her until she gets married, when she again helps us along by making a rug or two for the house. When her friends see the rugs they want to make them, too, for they are pretty and useful. Then, when she has her rugs and has them ready in the house and the little stranger arrives, we are ready for Susie's children, too, with the Yarnies.

That, briefly, is the story of how we have followed along, and by carefully watching changing buying habits, have developed new uses for our product in order to bring sales up to the level of the boom years. It has been a stimulating, successful experience and we feel that the industry, today, is on a sounder basis than it was when it was depending upon fads and fancies which come quickly and also disappear quickly.

### India Tire & Rubber Appoints General Sales Manager

C. C. Prather, divisional sales manager of the India Tire & Rubber Company, Akron, Ohio, has been appointed general sales manager.

Company	August Chain-Store Sales					
	August 1926	August 1925	% Gain	8 Months 1926	8 Months 1925	% Gain
F. W. Woolworth . . . . .	\$19,015,330	\$18,781,293	1.2	\$145,614,497	\$137,907,303	5.5
S. S. Kresge . . . . .	8,713,235	8,178,457	6.5	67,436,417	60,343,014	11.7
J. C. Penney . . . . .	8,083,337	6,582,140	22.8	62,483,198	48,133,879	29.8
S. H. Kress . . . . .	3,853,909	3,380,698	14.0	29,238,140	25,758,992	13.5
McCrory Stores . . . . .	2,493,161	2,329,191	7.0	19,153,070	16,559,145	15.6
Childs Company . . . . .	2,189,487	2,108,806	3.8	16,876,955	15,559,317	8.7
Hartman Corporation . . . . .	1,630,258	1,198,796	35.9	12,074,715	9,438,835	27.9
Southern Dairies . . . . .	1,233,201	986,466	25.0			
I. R. Thompson Co. . . . .	1,152,538	1,070,766	7.6	9,509,762	8,487,540	12.1
David Pender . . . . .	813,013	691,056	17.6	6,784,911	5,206,236	30.3
Metropolitan . . . . .	800,932	663,670	20.7	5,937,608	4,582,549	29.5
J. J. Newberry . . . . .	783,037	570,247	37.3	5,148,132	3,548,584	45.0
F. & W. Grand . . . . .	702,617	622,305	12.9	5,894,322	4,446,463	32.5
Peoples Drug Stores . . . . .	501,562	412,223	21.6	3,859,490	3,410,126	13.1
Neisner Bros. . . . . .	339,374	233,791	45.1	2,154,685	1,327,651	62.2
I. Silver & Bros. Co. . . . .	314,299	248,470	26.5	2,470,412	2,214,914	11.5
Fanny Farmer . . . . .	228,782	192,380	18.9	1,950,351	1,448,816	34.6

### Millwork Cost Bureau to Aid Trade Extension Campaign

E. J. Curtis, president of the Millwork Cost Bureau, has appointed a special committee to represent the millwork industry in its co-operation with the trade extension campaign recently inaugurated by the National Lumber Manufacturers Association. E. C. Noelke, Burlington, Iowa, has been appointed chairman. The other members of the committee are: C. B. Harman, Atlanta; J. A. Loether, Dubuque, Iowa; C. A. Reinheimer, Elgin, Ill., and D. T. Teachout, Cleveland.

### Canadian Newspaper Campaign for Macdonald's Tobacco

W. C. Macdonald, Inc., Montreal tobacco manufacturer, is conducting a newspaper campaign in the Western and Maritime Provinces of Canada on Macdonald's briar plug tobacco. The Montreal office of the Consolidated Advertising Service is directing this campaign.

### "Own Your Own Home" Adds to Staff

Herbert Wyman and Philip Hyland have joined the advertising staff of *Own Your Own Home*, New York. Mr. Wyman, who was formerly with Hanf-Metzger, Inc., New York, will cover the New York State territory. Mr. Hyland will be located at the Chicago office.

### H. M. Smith Advanced by Frank Kiernan & Company

Hugh M. Smith, of Frank Kiernan & Company, New York advertising agency, has been made head of the radio department of that agency.

### Appoints Minneapolis Agency

The advertising account of the International Sugar Feed Company, Minneapolis, has been placed with the Harrison-Guthrie Agency, also of that city.

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# When Something Goes Wrong with Service or Quality

How Salesmen May Seize Such a Situation to Build Good-Will for the House

By Jesse Calvin

THIS article has to do with the ways in which defects in quality and service influence different salesmen and how they react when the dealer makes his complaint. And also it has to do with the influence upon the dealer and how he reacts toward the house, according to the way the salesman treats the dealer or complaint.

While in theory, service and quality should be 100 per cent perfect, it goes without saying that they frequently fall far short of it. When the salesman, making his calls, finds that troubles, when they do come, come all in a bunch, it is enough to upset his balance. Especially is this true if the salesman himself is not coached on this point in advance.

A salesman selling a cereal line demonstrated in a very convincing manner one aspect of this problem. The dealer gave him just time enough to mention the name of his house and then the dealer took charge of the interview.

"There's not a bit of use in your calling on me," the dealer said. "You people just don't know how to put out cereals. Here I'm having nothing but complaints and complaints! Of course I make good on them, but I can't be bothered with handing out oats that make my customers sore at me. They don't realize that it is the poor stuff you are sending me. They think that I let my stock get old. They class my store and me according to the oats I send them and when it is alive and crawling, they figure my store is the same way."

The salesman made a few weak remarks. Then he made a still weaker remark because it was sarcastic, even though true: "Well, I'm just going to tell you one thing, even if you are through with us for life. You can't stand there

and abuse my house and me. If you were willing to pay a decent price for your stuff, you'd get decent goods. But you want to buy something for nothing and then get a lot for nothing from your customers. They're on to you. And I'm not going to waste any more time calling on you. There are plenty of grocers who know their business and we can do business with them."

The next salesman representing that house would have a real job on his hands, overcoming that dealer's prejudices.

That evening, in the hotel, the salesman came over and sat down alongside of my chair. He wanted to talk about his experience. He remembered that I had been in the store, waiting my turn to talk to the dealer.

"Believe me, boy, I sure gave that bird something to think about; the old skinflint. He's always looking for a better price and something on the side. Well, he got it. This stuff of dealers abusing the house is something I won't stand for. I believe in making the buyer respect the salesman. Yes, sir!"

## AN ILL-WILL BUILDER

And undoubtedly that representative on his acrimonious journey through the territory, defending, in his own sight, the dignity of his house, but getting very few orders was building up a quantity of ill-will which would be hard to live down. The annoyed dealer, probably needlessly excited, coming in contact with the tactless salesman, is bound to bring about a situation which is expensive for the seller.

Yet, when night came, the salesman honestly felt that he had put in a hard day. "Of course," he

# Blondes and Brunettes

**Question 1** Are we right in believing that readers prefer the present size as handier and more comfortable to read?

**98%** or 1394 of our readers find our present size of magazines handier and more comfortable to read than the larger size magazines.

**Question 2** As the demand for large pages comes from advertisers, do you prefer to have the editorial text separated or articles continued through advertising pages?

**95%** or 1296 of our readers prefer to have the editorial text separated from the advertising and object to having the articles continued through the advertising pages.

### What Quality Group subscribers say

"I find it very annoying when reading a magazine to find the pages a hodge-podge of advertising and editorial text."

"I read the ads first anyway, and can do it better if grouped as at present."

"When one is reading an article it is tiresome to hunt for part of it among a lot of advertisements. The advertisements are interesting taken alone, but lose interest when they interrupt one's train of thought. I think you would make a mistake if the size is altered or the reading matter sandwiched."

"No person looks at the advertising matter while reading—reading matter and advertising are distinctly separate."

"I have bought goods advertised in your magazine."

**YOU COVER the market of THOUSANDS  
Quality Group ONLY when  
700,000 plus**

*the refer standard size*

**Question 3** Do you find the advertising of interest, and do you look at it regularly?

**84%** or 1140 of our readers look at the advertising regularly and find it interesting.

**Question 4** Would your interest in advertising be less if it were mixed with continuation of editorial text running over into the advertising section?

**70%** or 937 of our readers' interest in advertising would be less if it were mixed with continuation of editorial text running over into the advertising section.

*say page size and advertising make-up*

"Mixed pages are a nuisance and most undesirable from reader's view-point."

"I like the reading matter and ads in separate divisions. My attention then is not interrupted nor divided."

"Don't dare make any changes in your magazine."

"The intrusion of an advertisement between the pages would seem almost an affront. I never read such advertisements, but always those in their proper places."

"Your magazine is the one magazine out of the twelve or fifteen I take that I read from cover to cover, advertisements and all."

"You would lose immensely by the discourteous method of injecting advertisements into the reading matter."

*Thou use The Quality Group*

**The Quality Group**

285 Madison Avenue

New York

THE ATLANTIC MONTHLY  
THE GOLDEN BOOK MAGAZINE

HARPER'S MAGAZINE  
REVIEW OF REVIEWS

SCRIBNER'S MAGAZINE  
THE WORLD'S WORK



## THE MODERN CATALOG FILE

### Progress

One of the most progressive movements ever adopted by the plumbing and heating industry was the standardizing of catalog material.

In line with this progress, "Domestic Engineering Catalog Directory" affords the manufacturer the opportunity of keeping his up-to-date, standard catalog constantly before the buying power of the industry.

Having all the catalog material made up to uniform specifications, bound under one cover and completely indexed for the buyer's desk is such a great convenience that this Directory is rapidly replacing the old style catalog file.

Every catalog page is revised or verified each year so the buyer using the latest edition of the Directory knows that his catalog data is up-to-the-minute.

"Domestic Engineering Catalog Directory" has a national circulation among the wholesalers of plumbing and heating supplies. The fourth edition (1926) carries the condensed catalog material of 450 manufacturers. Many more pages for additional concerns are now being compiled for the fifth edition.

Any manufacturer of plumbing and heating products will find this service interesting and profitable.

Complete details furnished on request.

Standard Catalog Size  
7  $\frac{3}{4}$  x 10  $\frac{5}{8}$  inches

Bound in Fabrikoid  
(imitation leather)  
Price \$5.00

Published by

DOMESTIC ENGINEERING COMPANY  
1900 Prairie Ave.

Chicago, Illinois

went on to say, "I can't really blame some of these old coots for hollering now and then. I surely wish our people would get next to themselves. How can a house expect a man to sell plenty of goods when the house can't give the service and the quality? You don't happen to know of some house with a good line that repeats, do you? I'd like to hook up with some such concern."

Now, of course, that salesman was in need of some sound and fundamental coaching. He had done a very poor job that day. He had done the dealer and his house an injustice. He had done himself a great injustice.

Who is that chap's sales manager? Why doesn't he train that salesman in how to handle just that situation? There is nothing unique about it. Every man who has ever produced or sold or bought breakfast cereals knows of the troubles peculiar to the industry. I don't know of a house in the industry, big house or little house, that is not constantly striving to overcome these difficulties. There is not a sales manager in the cereal field who has been so fortunate as to escape all such troubles. The human element and natural laws combine to bring about a seemingly inevitable string of difficulties, which always seem to be more numerous than they ought to be.

In contrast to the defect in this cereal salesman's training, there is the method which a candy manufacturer's sales manager uses to train his men in advance. For example, candy which contains nut meats is liable to give trouble on account of worms. Especially is this true in the warm season of the year. When a salesman finds himself at the receiving end of a tirade from an excited dealer who wants to "get something out of his system," the salesman can fall back upon specialized coaching for just such a situation.

"Let's see the goods," the salesman replies without any excitement. "Good thing for you," he impresses upon the dealer, "that you had that trouble with some

of our goods rather than with somebody's who might not be in position to give you close, personal service. You know, Bill, I've told you many times that in the long run, you're better off sticking closely to me and letting us take care of you, because we do take care of you. Here I call on you every four weeks and instead of having to fret and worry and write a lot of letters and maybe send telegrams, all you do is wait for me and let off steam. But you know that as well as I do, even if you do let out a roar now and then because somebody a thousand miles away wants to send you a leader for a little less money. Well, let's see the jolly little menagerie."

And then, with the dealer's mind at ease, knowing that he is going to have prompt attention, the damaged stock is investigated and the right and proper adjustment is made which every reliable house effects.

#### THE PSYCHOLOGY OF IT

Let us note, for a moment, the correct selling psychology employed by this candy salesman. First of all, he kept his temper, realizing that the dealer must now and then give vent to an accumulation of exasperation and the salesman is the logical victim.

And then, before going into the details of the adjustment, the salesman makes a separate and distinct business of selling the dealer an idea—that he did a wise thing when he bought those confections from his house. In the face of defective goods, the salesman has resold his house to the dealer. He leaves the dealer glad that the adjustment can be handled so simply.

The sales manager of this particular factory pointed out to me that nine dealers out of ten are more easily satisfied when the actual negotiations are handled with both the dealer and the salesman feeling friendly toward each other. And that is a most natural conclusion.

It is a real problem for a house to decide whether to stand up for its own rights and make the dealer

responsible for his mistakes. But all too often the salesman points out to the house that the house must stand the loss or lose the business of that dealer.

#### A CLEVER SALESMAN

Yet, in many a case, this is simply doing the house a rank injustice. But it does require capable and tactful salesmanship to point this out to the dealer. I heard a well-trained candy salesman handle this very nicely in the case of a general storekeeper who had let several barrels of mixed candy stand too near the radiator. The candy had grown sticky and could not be pried loose and dumped from the barrels in the normal fashion. The merchant wanted to ship it back and get credit for it. The salesman turned to his friend the dealer and said: "You old reprobate! There you gave my nice candy a good melting alongside your hard-working radiator and now you want to make my house and me the goats. Shame on you. I ought to pass you up cold for life. Is that the way to treat a friend?"

"Now, Bud, you know this is all your fault. I wish I could tell you to ship it back and that I'd pay the freight both ways and give you credit and all that, but you wouldn't try to work me for that.

"But here's what I'll do—and won't charge you a cent. I'll be around this evening and I'll fix this up for you. All we have to do is stop trying to pry it out with your pick-axe and do it right. So—"

And the salesman went on to explain to the dealer how a barrel of sticky mixed candy isn't such a hopeless proposition. That evening, after hours, the job was done and the salesman caught the ten o'clock train out of town with a good order from the dealer. The salesman knew how to protect his house.

Too many salesmen have the grand manner of raising their hands, the moment the dealer starts something about quality or a defect and saying: "'Sall right, Mr. Smith, 'sall right. Don't say a

word more. Just ship it back to the house. I'll see that you get credit."

The salesman has not truly represented his house. He may actually have done the house an injury with the dealer. He has permitted the dealer to feel that the house was wrong, when possibly such was not the case at all. Truly representing the house means giving both the buyer and the seller fair treatment, for the sake of the house. It does not mean permitting the buyer to play the house for an easy mark. But it does mean knowing the goods and the trade conditions and how to explain them to the dealer and doing it tactfully.

A few years ago I saw a folder containing some twenty pages of typewritten matter. Its title was "Common Diseases in the Industry and the Antidotes." It was prepared for that firm's salesmen, so that they could study these problems and know their underlying reasons. Then it was explained how the house expected the men to handle such conditions as they arose. This folder was put out by a biscuit manufacturer. But it is just as applicable to the man selling cast iron pipe or incubators or canned milk.

Speaking of canned milk reminds me of a very crafty and sound piece of selling which Howard Mountrey, one of the younger Borden men, developed. Here is his thought. "Every now and then one drops in on a dealer who mentions that So-and-So had a lot of trouble lately with such-and-such brand of milk. 'Whole car came in here in bad shape. Certainly isn't going to do that house any good in this neighborhood.' Now, of course, it is only human for a salesman to try to do a little gloating at the expense of a competitor. But there is another way to handle that situation and do your own line still more good. And here is the come back, when the dealer paves the way: 'Mr. Jones, if you don't mind, I'd like to set you right on that. Of course, those people are our competitors and I'm not here to boost their

# Like Many Others

**Schaffer Stores Company Inc.**  
THE LARGEST CHAIN GROCERY & MEAT ORGANIZATION BETWEEN NEW YORK & BUFFALO

HENRY SCHAFFER  
PRESIDENT

OFFICE & WAREHOUSE  
120 MEAT & GROCERY

Schenectady, N.Y. August 24, 1926  
 Mr. J. D. Sullivan, General Manager,  
 The Times-Union,  
 Albany, N. Y.

Dear Mr. Sullivan:

Schaffer Stores Company Inc., advertising in THE TIMES-UNION has been so productive and so great a factor in the continued increase of business at all our stores in the Albany Area, that we are more than happy to be able to place with your newspaper a new 6 months contract for 64,064 lines ( 26 full pages ) of advertising.

Furthermore, it will no doubt interest you to know that we are confining all our newspaper advertising in Albany to the TIMES-UNION and that this contract represents our entire newspaper advertising appropriation for the next 6 months in that city.

Yours very truly,

SCHAFFER STORES COMPANY INC.,  
 Joseph P. Huberty

Advertising Manager

J. P. Huberty-H

The Schaffer Stores Co. Inc., of Schenectady, N. Y., operate 120 Meat and Grocery stores in Northeastern New York. Thirty-five of the stores are located in the Albany, N. Y. (TIMES-UNION), Area.

Albany Newspaper lineage is audited by  
 De Lisser Brothers  
 Accountants, New York, N.Y.

Representation  
 Verree & Conklin Inc  
 New York, Chicago, San Francisco.

# The Times-Union.

ALBANY'S LEADING NEWSPAPER  
 By every possible logical comparison

Sept. 16, 1926

game. But still they're entitled to a square deal. Now, it was unfortunate that they had some trouble with a shipment of milk. But that same thing happens to every other milk packer. It's just as liable to happen next week or next month with a shipment of our milk. Milk packers are mighty careful because slips of this kind are expensive. When they happen, the house is out a lot of money. But try as hard as is humanly possible, about every so often there is something of this kind takes place. I don't think you realize it. Of course, if they send in a batch of bad milk and don't adjust it promptly and take care of their market, they are subject to criticism because they have deliberately hurt their own business.'

"And," Mountrey goes on to explain, "if we ever get into such an unfortunate position, we have not built up any case against ourselves which the trade throws back at us. And there's the other angle, too, that a problem of any single house is generally a problem in the industry. For purely selfish reasons, why bespatter the industry?"

I heard two manufacturers arguing one day on the advisability of discussing defective quality and defective service with the sales force. The man opposed to the idea claimed that it is bad enough to have an occasional slip-up but to recognize it as a condition and magnify it and give it standing by admitting to the sales force that there is more or less of that sort of thing going on, simply means that the house is condoning errors instead of fighting to prevent them.

The other man, arguing in favor of discussing the matter freely with his men and teaching them what to do under such unfortunate circumstances, illustrated his argument by saying: "It's the same as when you take your automobile out on a tour. You hope you don't have any tire trouble. You aren't really looking for tire trouble. But you take a couple of spare tires with you anyway. In case something does go wrong, they're handy to have around."

"It's the same in the case of your salesmen. You don't look for trouble. You don't expect any. You are constantly guarding against it. But if it should come, it is a good thing for the salesman to know how to do the right thing at the right time rather than simply expect him to handle himself with credit to the house."

### Chapman Company Appoints K. H. Dixon

Karl Hale Dixon, for several years manager of the sales-service department of the R. R. Donnelley & Sons Company, Chicago, has acquired an interest in the F. L. Chapman Company, Chicago, of which he has become vice-president. He will have exclusive charge of sales.

### Publishes New Monthly Magazine

The first issue of *Making Money*, a monthly magazine, has been published by The Consrad Company, Inc., New York. C. A. Brockaway is business manager and R. W. DeMott is advertising manager. The type page size of *Making Money* is 8 x 5½ inches.

### Pacific Coast Campaign for New Confection

A newspaper campaign has been started on the Pacific Coast to advertise a new candy bar, No Foolin', a product of the Tacoma Biscuit & Candy Company, Tacoma. The Botsford-Constantine Company, Seattle advertising agency, is directing this campaign.

### J. V. LaCerra Joins H. E. Lesan

J. V. LaCerra, for a number of years with the Charles F. W. Nichols Company, Chicago advertising agency, has joined the Chicago staff of the H. E. Lesan Advertising Agency, Inc., as a space buyer.

### H. L. Williams Joins Caples Company

Harry L. Williams, until recently vice-president of the General Printing Company, Chicago, has joined the Chicago staff of The Caples Company, advertising agency.

### Joins Johnson Motor Company

John Aikman has joined the Johnson Motor Company, South Bend, Ind., manufacturer of outboard boat motors, as assistant advertising manager. He was formerly with The Operadio Corporation, Chicago.

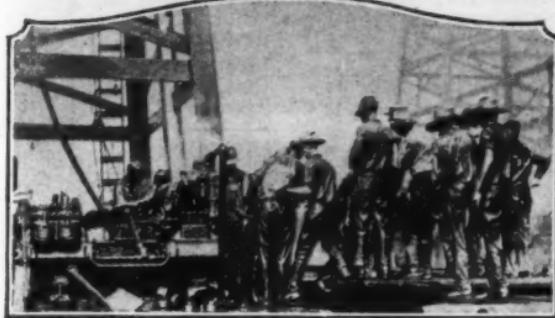
Sept. 16

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# NATIONAL PETROLEUM NEWS

May 20  
1926

Single Copies  
10 Cents



Walterwood & Underwood  
Crew of the Rio Bravo Oil Co. working to bring under control a well which was flowing at the rate of 10,000 barrels daily. The well is the company's T. & H. O. No. 2 in the revised Spradleytop, Texas, field.

## A Sound Industry

**"Generally speaking, the American oil industry is in excellent condition... more companies are in a sound financial condition than at any previous time in the history of the industry. This is due to a variety of causes; (1), about 20% increased demand for petroleum products; (2), a fair price being paid the producer for crude, and (3), reduced cost of operation, due to technologic improvement\* of methods in every branch of the industry.**

F. Julius Fohs, Chairman, Petroleum Division, American Institute of Mining and Metallurgical Engineers, world famous geologist, oil producer and discoverer of one of the largest oil fields.

\*These improvements in methods—see (3) above—are calling for hundreds of millions of dollars of new equipment of all kinds.

Edited from  
TULSA, OKLA.  
608 Bank of Commerce  
Building

NEW YORK  
342 Madison Avenue  
CHICAGO  
360 North Michigan Avenue  
HOUSTON, TEXAS  
608 West Building

Published from  
812 Huron Road  
Cleveland  
Members:

A. B. C. A. B. P.

# COLUMBIA

*The Largest Catholic Magazine in the World*

Returns from a questionnaire mailed to subscribers show that COLUMBIA has more than two and one-half million readers, grouped thus:

Men	1,211,908
Women	1,060,420
Boys under 18	249,980
Girls under 18	244,336
<b>TOTAL</b>	<b>2,766,644</b>



## The Brunswick "Home Club" Billiard Table



THE Brunswick-Balke-Collender Company is among the leading national advertisers who are building sales and good will in the large and receptive dual market which COLUMBIA influences.

In many Knights of Columbus club houses throughout the country the members enjoy the engaging pastime of billiards and bowling with Brunswick-Balke-Collender equipment.

It is reasonable to expect that the new Brunswick "Home Club" billiard table, now featured in COLUMBIA, will find its way into homes where this magazine is read each month.

The advertiser in COLUMBIA has the advantage of a favorable introduction to three quarters of a million families and likewise to executives responsible for the purchase of equipment for Knights of Columbus club houses and permanent club rooms and other Catholic Buildings, viz: Churches, Colleges, Academies, Schools, Auditoriums, Chapels, Rectories, Homes, Orphanages, etc.

## The Knights of Columbus

*Publish, Print and Circulate COLUMBIA from their own printing plant at New Haven, Connecticut*

**Net Paid Circulation 748,305, A. B. C.**

**Twelve Months' Average, Ended June 30th, 1926**

*Eastern Office:*  
D. J. GILLESPIE, Adv. Director  
5 West 43rd Street, New York City

*Western Office:*  
J. F. JENKINS, Western Manager  
134 South LaSalle Street, Chicago, Ill.



THIS man is responsible for one of the most notable trademarked successes in the textile field, with a retail distribution of nearly twelve thousand stores gained within four years. He has made the Dry Goods Economist the backbone of his advertising campaign. The power of the Economist, rightly used, is always productive of results.

239 W. 39th St., N. Y.—and principal cities

Advertis

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# Blue Goose Creates Consumer Good-Will for the Retailer

Advertising Aims Also at Making the Consumer a More Discriminating Buyer of Fresh Fruit and Vegetables

An Interview by Roland Cole with

**James S. Crutchfield**

President, American Fruit Growers, Inc.

MOST advertising jobs sound as easy compared with making a housekeeper ask her fruit dealer for a "Blue Goose" orange or grapefruit. Or if the housekeeper never heard of "Blue Goose" before, it would be just about as hard for the average fruit dealer to explain what the trade-mark means.

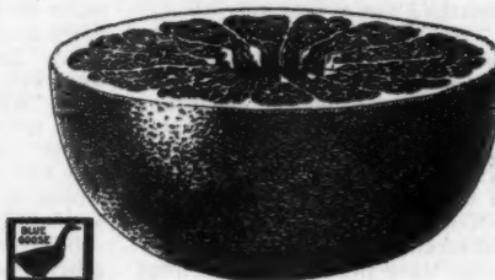
"Our company owns two trade-marks, 'Blue Goose' and 'A. F. G.'," said James S. Crutchfield, president of the American Fruit Growers, Inc., Pittsburgh. "'Blue Goose' stamped on the fruit itself or the wrapper means uniformly the best. 'A. F. G.' in a shield design, also stamped on the fruit or wrapper, means good dependable quality. Our advertising tells the consumer that 'Blue Goose' means the cream of the crop; and that 'A. F. G.' means good, sound fruit, but not so 'fancy' as the Blue Goose kind.

"The nucleus of our organization was the distributing firm of Crutchfield & Woolfolk, Pittsburgh, which at the time it was taken into the American Fruit Growers, Inc., in June, 1919, was doing a business of approximately \$15,000,000 a year. Crutchfield & Woolfolk had been active in the organization of the citrus industry of Florida; the cantaloupe industry of the Western States and of California, Arizona and Colorado; and

the apple industry of the Eastern States and the Northwest, handling as well the general line of fruits and vegetables.

"Joining Crutchfield & Woolfolk in this enterprise were many leading fruit growers of the country, a majority of the former employees of the partnership, and a consider-

## BLUE GOOSE GRAPEFRUIT



You'll marvel at their juiciness—  
and sweetness

BRIMMING over with zestful, appetizing juice, that's a Blue Goose Grapefruit. And the amount of it they hold! Sweet, too, with a keen, tart edge that befriends dull tastes to full-fledged appetites. Don't say "Some grape-

fruit." Specify Blue Goose. Look for the words branded on the skin. They assure you of the world's finest grapefruit—grown in the finest groves. Graded and packed under the most exacting standards. Your dealer sells Blue Goose Grapefruit. Ask for them today.

AMERICAN FRUIT GROWERS INC.  
GENERAL OFFICES—PITTSBURGH, PA.

BLUE GOOSE NEWSPAPER COPY FEATURES GRAPEFRUIT,  
ORANGES AND APPLES

able number of the jobbing trade. The remainder of the capital was subscribed by such representative factors as leading officials of the United Fruit Company, and representative industrial leaders and business men, mostly of Pittsburgh. The board of directors was com-

posed of leading growers of the country, representative industrial leaders and business men.

"To the producer the company offers an adequate outlet to all markets; to the trade it offers the opportunity of simplifying purchases by providing a complete line of well-graded and properly packed products, and to the consumer it offers fruit identified by a trade-mark of quality.

"During the seven years of our corporate existence we have used advertising in many forms, outdoor, newspapers, the produce journals, direct mail, and a great variety of dealers' helps, such as posters, window signs, broadsides, folders, price cards and envelope enclosures. Newspaper advertising on a national scale is the backbone of our advertising activities. The products featured most prominently are 'Blue Goose' oranges, grapefruit and apples, but all lines of fruits and vegetables are also advertised to the consumer.

"Our advertising problem is to make the two trade-marks, 'Blue Goose' and 'A. F. G.' mean a certain standard of quality, regardless of the kind of fruit or vegetable they are applied to, whether apples, lettuce or potatoes, and regardless of where the produce comes from—New York, Florida, Oregon or California. By means of advertising, these two trade-marks must mean something definite and dependable in the way of a quality mark to the consumer, the retailer, the distributor and the grower. The 'Blue Goose' mark when it is applied to a grower's produce does not take the place of the grower's brand name but is put on the produce in addition to his own. For instance, a grower of citrus fruits in Porto Rico markets his crop under the name of 'Colonial Winner Brand.' As such it may have acquired a reputation. Jobbers and retailers would know it under that name. They may know it to be of a certain dependable quality. Some of the crop, however—say 10, 20 or 40 per cent—may be of extra special quality. The grower could mark it 'Fancy' or 'Extra Choice,' which might mean something to

the consumer, or not, as the case may be. When this crop is marketed through the American Fruit Growers, Inc., however, the extra special quality portion would bear the 'Blue Goose' label, and that name, by reason of the advertising put behind it and our grading and packing standards, has a definite meaning of high quality to the ultimate consumer."

#### WIDE DISTRIBUTION MADE ADVERTISING POSSIBLE

The advertising problem is pretty well bound up with the fact that of all the fruits and vegetables handled by the American Fruit Growers, Inc., 75 per cent grade high enough in quality to merit the "A. F. G." service symbol. Of this 75 per cent, say 25 per cent of it, could be marked "Blue Goose." This condition, did it apply to a single product, like oranges, or grapefruit, or even to a small group of products, would make the problem impossible from the standpoint of a national advertising campaign because of the small volume and the seasonal feature. What makes the thing possible is the fact that some "Blue Goose" and "A. F. G." products may be found in all markets in the United States and Canada, and in some European countries, practically every day in the year. In other words, because of the permanent nature of the shipping and marketing organization maintained by the American Fruit Growers, Inc., the company is able to "follow the seasons around the earth."

The magnitude of the educational problem involved, and the way in which advertising is helping to solve that problem, may be glimpsed from a form letter that has been sent out to retailers during the current season. It is a four-page letter, lithographed in colors, the first page being a type-written message to the dealer, under the heading, "Blue Goose Fruit and Advertising Build Goodwill among Customers." It starts off, "You know how reliable Blue Goose fruits are in quality, grade and pack if you have been buying any from — (the name of the

distributor for that section)," and then goes on to tell the retailer how good the present season's crop of Blue Goose grapefruit, oranges and apples are and how the company plans to help retailers with colored advertising material for window and store display. The confidence already built up among consumers for Blue Goose products is to be used, the letter states, to build up good-will for stores handling them. In addition to the usual array of dealer helps with which retailers are to be supplied, therefore, the company offers the dealer a special educational folder that is designed to create profits by educating consumers to a better knowledge of fresh fruits.

Page two of the circular letter explains the function of the educational folder more fully under the caption, "There's a Leak in Your Profits." The leak, it is explained, comes from the loss of customers who think they have been treated unfairly because they have compared one dealer's prices on large size, extra fancy fruit with another's on smaller size, fancy or choice fruit. Again, many customers through ignorance, buy fruit for immediate use which would have been better if held for several days, and buy high-price dessert apples for pies when they could use a cheaper apple that would be better for the purpose. The folder, it is explained, has been printed in a half million quantity, and the dealer is asked to say how many he would like along with other advertising matter, and a postcard is enclosed for his use.

The folder itself is as good a piece of educational matter for the retailer as it is for the consumer. It is too lengthy to quote here in full, but the drift of the copy story may be gathered from the caption and section headings. "Blue Goose Will Lead You to Quality" is the caption. "Let the Blue Goose Trade-Mark Be Your Guide," is the beginning of the message. The story explains the significance of the "Blue Goose" and "A. F. G." trade-marks and how they guide the housekeeper in the selection of

fruits of choice quality. Experts in every section of the country who know the quality of the produce and the conditions under which it is grown, decide which trade-mark to use. Retailers are able to save the consumer money when they know the purpose for which fruit is to be used. The difference between "Golden" and "Russet" grapefruit is described and suggestions made as to when one kind can be used and when the other. Under the section on apples, the consumer learns that there are more than fifty varieties in most markets, and that each variety has distinct characteristics, each being best for some particular use. Orange prices and orange sizes are discussed in a way which will clear up, for many housekeepers, the reason for the peculiar variation in prices of the various sizes of oranges.

Holders, which may be put up on counters or hung on walls, are supplied to retailers with the folders to facilitate distribution to consumers.

#### STANDARDIZATION NEEDED

"One of the most outstanding needs of the fresh fruit and vegetable industry," went on Mr. Crutchfield, "is standardization in quality and volume of production.

"Our advertising of 'Blue Goose' and 'A. F. G.' trade-marks reduces costs and selling prices by eliminating waste. The consumer gets better quality, the producer has a dependable market and an assured return.

"All Blue Goose fruits and vegetables bear the cost of 'Blue Goose' advertising. While apples, oranges and grapefruit are featured most prominently in newspapers and other forms of advertising, the company supplements this with general trade-mark advertising.

"The company arrives at the amount of money to be spent for advertising by rating each fruit or vegetable at so many cents per box, the higher priced fruits and vegetables, of course, bearing a higher advertising appropriation. All advertising operations are budgeted and the budget is adhered to very

closely considering fluctuations in crops and quality.

"In making up this budget and in checking expenditures, fourteen classifications are used which are divided into three major groups. So much is allowed for newspapers, so much for dealer helps and distribution, so much for direct mail, etc.

"The hardest problem to solve is the amount to be spent in various territories. This is made particularly difficult by reason of the fact that each car bought is an individual purchase consummated at the time of shipment. However, experience has enabled us to forecast sales in a given territory closely enough to plan a well-knit and continuous advertising campaign in each territory selected. In arriving at the forecast our advertising department has the assistance of the sales representative, the district sales manager over him, the various managers of divisions shipping fruits to that territory and the frequent reports and surveys showing buying tendencies of the territory under consideration.

"The company does not pay any portion of the advertising expenditure of jobbers and retailers but before releasing advertising campaigns it insists upon its sales representatives and the large distributors guaranteeing co-operation. This co-operation takes various forms. In some cases, distributors place some newspaper advertising to supplement that of the A. F. G. Invariably they accept the responsibility of proper distribution of dealer helps and by proper distribution we mean placing of dealer helps only with retailers who will actually use them. Nearly all the distributors co-operate by direct-mail advertising and many by detailing salesmen to specialty work. There can be no standard form of co-operation required because of the varying conditions in different parts of the country. We adapt ourselves to the distributors' facilities and ability. We have been able to get very effective co-operation by distributors in the way of selling our advertising to the retail trade.

"We create the confidence of the consuming public in our nationally advertised brand names. Those brands on a grower's produce bring more money from the consumer and give the grower more money than the grower would receive or the consumer would pay for an unadvertised article.

"We help the small independent grower find the market which will give him the proper proportion of the price the consumer pays.

"In offering a complete line of fruits and vegetables the year around to the buying trade of America, the company handled a total of 38,407 cars, representing a value of over \$35,000,000, during 1925, comprising tonnage from the most important producing sections of the country and practically all important kinds of fruits and vegetables, as follows:

	Cars
Apples	7,972
Citrus	5,898
Cantaloupes	3,434
Cabbage	1,237
Celery	1,831
Grapes	3,459
Lettuce	2,118
Onions	879
Peaches	2,939
Pears	716
Potatoes	2,350
Tomatoes	1,482
Mixed Vegetables	741
Miscellaneous	3,351

"It was recognized that in order to effect economies in distribution perishable products must be standardized in the growing process. The company, therefore, invested in production properties in the leading fruit and vegetable districts of the United States, and its production operations have contributed measurably to improving production methods in the last seven years. The company's policy has called for steady improvement of its properties and maintenance of its selling service, at highest efficiency regardless of immediate profits.

"The American Fruit Growers' own production represents less than 10 per cent of the total volume of business handled. The Blue Goose trade-mark is made available to growers in all parts of the country without any compensation, for previous advertising expenditure, which amounts to hundreds of

Difference of opinion!

That's it.

Makes art, music, drama,  
business, manufacture.

Makes history.

Makes world progress.

CIRCULATES newspapers.

Difference of opinion—  
in Washington, D. C.,  
is WHY

The Times, evening,

The Herald, morning,

distribute daily

108,312 Hearst newspapers.

These readers will back

THEIR opinion  
of YOUR goods.

Hobson, New York—Crawford, Chicago—Franklin Payne, Detroit.

Sept. 16, 1926

Sep

# RESULTS AT for travel

THE AMERICAN  
REVIEW  
OF  
REVIEWS

-Where Winter

Never Comes"



Phoenix Arizona Club

PHOENIX ARIZONA

August 4, 1926

Mr. Edward P. Mealey,  
The Golden Book,  
25 - Fifth Avenue,  
New York, New York

Dear Mr. Mealey:

One of the outstanding features of the last year's campaign, of this organization, was the fact that the Golden Book, with only four insertions, produced inquiries at a lower cost than any other of the magazines we used.

From the splendid results obtained from your magazine, we are looking forward to including it in our campaign for next year.

In order that you may have a full report of what your magazine did for this Club, we are enclosing some figures which we believe will interest you.

Yours very truly,

PHOENIX ARIZONA CLUB

*Frank A. Jefferson*  
Secretary.

THE REVIEW OF REVIEWS

55 Fifth Avenue New York

THE REVIEW OF REVIEWS AND THE  
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# LOWEST COST Advertisers

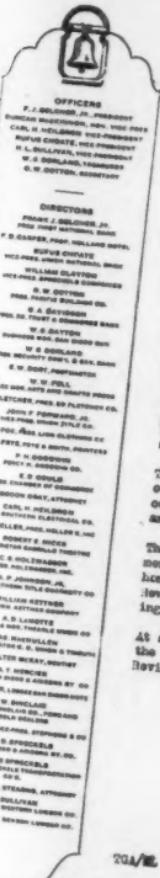


San Diego-  
California Club

BROAD AND BROADWAY

San Diego  
California

Mar. 26, 1926.



Mr. Warwick S. Carpenter,  
Review of Reviews,  
San Marcus Building,  
Santa Barbara, Calif.

Dear Mr. Carpenter:

The San Diego-California Club in its 1923-24 national advertising campaign, extended its advertising appropriation to include the Review of Reviews, and you will be interested to know that the results were in every way satisfactory.

The Review of Reviews for months lead the entire list of magazines and newspapers in the matter of inquiry costs, and at the present time shares this honor with another nationally known publication.

The appeal is the San Diego-California Club's advertising is directed to persons of means who are prospective homeowners or visitors, and the ability of the Review of Reviews to produce inquiries at lowest cost speaks exceedingly well of your publication.

At such time as the San Diego-California Club re-enters the national advertising field, you may be sure the Review of Reviews will be given every consideration.

Very truly yours,

TOA/ML

W REVIEWS CORP.

Ave New York City

REVIEWS THE GOLDEN BOOK  
QUALITY GROUP

thousands of dollars, or more.

"To perform a national and international marketing service requires a stable organization, covering daily all the markets of the United States and foreign countries on one basis or another, and the adoption of permanent merchandising methods, including trade-marked products and large scale consumer advertising.

"In fifteen production districts the company has divisional headquarters open the year around and in charge of men experienced in the problems peculiar to each district and the commodities produced there. Thirty-three branch shipping offices are operated in addition to the divisional headquarters to link up the company's sales service more closely with growers' own organizations. Wherever volume justifies, and sales and shipping conditions make it desirable, these branch offices are opened for growers.

"Six district sales managers act as first assistants to a general sales manager. To each district manager is assigned a specific territory and each has regular headquarters in the center of his district. More than 160 salaried representatives and brokerage connections cover all carlot market centers in the United States and Canada. They sell to receivers in more than 1,000 cities."

It is interesting, by way of comparison, to note that according to figures just published by the Department of Agriculture, shipments of fruits and vegetables in the United States during 1925 filled 978,927 cars, which will give the reader an idea of the volume of the fresh fruit and vegetable industry.

#### Joins Omaha Agency

Miss Josephine Newton, recently with the advertising department of the Brandeis Stores, Omaha, Nebr., has joined the copy department of The Stanley H. Jack Company, Inc., Omaha advertising agency.

#### Appoints Sam J. Perry

"Novelized Movies," published at New York by the Jacobsen-Hodgkinson Corporation, has appointed Sam J. Perry, publishers' representative, as national advertising representative.

#### New Accounts for Charlotte, N. C., Agency

Lucielle Shops, Inc., chain-store operator, with stores in North and South Carolina, has appointed Elias C. Lyndon, Inc., Charlotte, N. C., advertising agency, to direct its advertising account. The Easymake Food Products Company, Inc., Charlotte, manufacturer of Easymake cocoa desserts, also has placed its advertising account with this agency.

#### Elected Vice-President of Richmond Agency

Clarence Ford, Jr., for the last six years with the advertising department of the Richmond, Va., *Times-Dispatch*, has joined the Freeman Advertising Agency, Inc., Richmond, as vice-president.

#### Appoints the Day, Bogert Agency

The Dahlquist Manufacturing Company, South Boston, Mass., manufacturer of boilers and hot-water supply systems, has appointed the Day, Bogert Company, Boston advertising agency, to direct its advertising account.

#### G. G. Marr, Director of Sales, Munyon Remedy

George G. Marr, who has been engaged in department-store advertising, has joined the Munyon Remedy Company, Scranton, Pa., as director of sales, in charge of the sales promotion department.

#### Hotel Accounts for Detroit Agency

Kirk-Boynonton, Inc., Detroit advertising agency, has been appointed to direct the advertising of the Barlum and Lewis hotels, Detroit. Newspapers, magazines, outdoor and direct-mail advertising will be used.

#### Joins Grand Rapids Studio

Gordon M. Kreft, formerly a member of the art staff of the James Bayne Company, Grand Rapids, Mich., has joined the art staff of the Byington Studios, of that city.

#### J. T. Hoyle with Buffalo Agency

John T. Hoyle, formerly vice-president of the Roycrofters, East Aurora, N. Y., has joined J. Jay Fuller, Buffalo, N. Y., advertising agency.

#### Joins Houston "Press"

Jeff Barnette, formerly with the Houston *Chronicle*, has joined the advertising department of the Houston *Press*.

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*Sometimes  
You Can Use  
Superlatives  
and TELL the  
TRUTH*

**100,000  
Copies  
at**

# The Largest Circulation of any trade magazine~ Advertisers Index January 1926

## **Advertisers Index January 1926**

Hearst Bldg.  
CHICAGO  
709 Bellevue Ct. Bldg.  
PHILADELPHIA

Earleugh  
Bush

119

**\$1.25  
a copy**

# The Highest Price of any trade magazine~ Advertisers Index January 1926.

Kresge Bldg.  
DETROIT

Boston American Bldg.  
**BOSTON**

# Marine Usage As a Background for General Advertising

# MOTOR BOATING

The dominating magazine  
in the boating market.

THE success of Valspar demonstrates how marine acceptance serves as a foundation for selling in other fields. Valspar was advertised in MoToRBoatinG for several years as a marine varnish before it was generally advertised for other uses.

Can your product make good in boating service, the severest test of quality? If so, develop this field and you can use the marine acceptance to advantage as a background for your general advertising.

[ Write for sample copies of MoToR BoatinG and advertising data. ]

MoToR BoatinG, 119 West 40th Street, New York City



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# Does It Pay to Re-Hire a Salesman?

There Are Exceptions to the Business Rule Reading "Never Take Back a Man Who Has Left"

By a Sales Manager

[EDITORIAL NOTE: The writer of this article, a man who has direct charge of close to 200 salesmen, is a large national advertiser. He does not wish his name disclosed because it would embarrass several men now with him by raking up "old mistakes better forgotten."]

IT sometimes seems to me that all of the old business rules ought to be re-examined by business men in the light of their own experience. Some of the things which some years ago we took for granted as infallible rules of manufacturing, we have had to change in the light of changing conditions. The same thing applies to more general rules such as: "Never re-hire a salesman who has once left your employ."

The general arguments against ever re-hiring a man who has once left, seemed to be somewhat as follows:

An organization spends a good deal of time and effort training a man, telling him the inside of the business and then he leaves to get a job elsewhere. He is wasting the investment in himself and causing his sales manager a lot of unnecessary trouble in going out and hiring another man and doing the job all over again. Moreover a man who can't decide where he wants to work and refuses to make good in his present job before he starts to look for pastures new, is not worth spending much time upon.

One of the reasons I changed my mind regarding the infallibility of this rule is that George Sterns, the man who now sells more of our goods than any one else on our sales force is one who was let go several years ago because he hadn't made good. The situation in his case was this:

He came with us first by convincing my assistant, while I was away on vacation, that he was very much in earnest and would tone up the whole sales force by making more calls than any other

man. Sterns had worked his way through college by selling aluminumwear during the summer season and acting as agent for several manufacturers at other times. When I came back and interviewed him after he was hired, I thought my assistant had made a wise choice. Sterns was of the snappy, aggressive type. Just before coming with us he had made a fine record selling books. Books were far removed from our products, which are a varied line of hardware and allied products sold through several different distributing channels, but with the number of calls he could make and had made in a day, I was impressed with him.

We gave him our usual factory course to learn how our products were made, let him browse around reading all sorts of correspondence for several weeks and meeting the other salesmen, sent him out on a trip with one of our good men where he did much listening and displayed so much intelligent interest that he won the firm's friendship and the regard of the other man. Then we gave him his kit, a small territory and turned him loose. He did what we expected. He made a large number of calls each day and started sending in orders long before I expected them. The only trouble was that, although company policy had been carefully explained to him, he sold our products to the wrong people. Items which we sold to the public by way of the local plumber, he would place in hardware stores and vice versa. He sold drug stores, stationery shops and once actually sold goods which had no conceivable place there to a local undertaking establishment.

He made calls and sales, too, but he began to get us into hot water. I like aggressiveness and perseverance. I like a man who makes calls. But the calls have to

Sept. 16, 1926

be made with judgment. The more I talked with him the more discouraged I became, and he did also. He couldn't see why selling specialties wasn't just the same as selling books. He couldn't be made to see the value of giving resale ideas and service. In his mind a real sale had been made if he backed a man into a corner and made him sign on the dotted line. That was not our policy, as I continually told him. It did us actual harm to have him make the wrong kind of sales.

Finally I managed to convince him that he must stop forcing sales and spend some time in planning his day's work so that he wouldn't miss the logical buyers but would refrain from trying to sell people we didn't want as distributors for certain items. Even when it was finally proved to him I could see he was merely docile, not truly convinced. He seemed to think we were trying to hold him back. He made fewer calls but they were not effective. Then he began to do a great deal of grumbling about our policy. We were old-fashioned moss-backs, he thought. I received a couple of letters from retail friends of mine telling me that he was knocking the house. This was bad enough but the final straw was the day, when at lunch with several other salesmen, he tried to convince them that there was no future with our organization because we tried to hold men back. I had spent much time on Sterns, but I told him as soon as I heard of this incident that he had better look elsewhere for a job and do it quickly.

I didn't hear of him for several years and then one day our man in the Pittsburgh territory told me he had run across Sterns in a big plumbing shop. His father was a plumber and when Sterns tried another job, equally unsuccessful, after he left us, his father let him come into the shop. Several of our items are sold to plumbers. Our salesman calling on Sterns' father took lunch with George, the son, and gave him all the latest news and gossip about our place.

He seemed interested to hear of the old place and according to our man, was far more subdued and thoughtful than when he was with us.

Approximately a year later I received one day a letter from Sterns senior. The old man was worried about himself, about George and his future. The doctors had told the father he didn't have long to live. George, he told me in his letter, would not do so well as his older brother running the business after he was gone. "But," he said, "I think he has learned much since he has been working here with me. He is a different boy from the one you knew. He has learned how to do repair work and how your products work in homes. He wants another chance to be a salesman for you."

#### SENTIMENT WINS

I wrote the old man a polite letter turning George down. But the letter from him must have got under my skin because the next thing was a letter from the son. His father had died. The shop had been given in his will to the older brother. The father had told George he had to come back and work for us and make good. His letter suggested that those were practically the old man's last words. It was a ridiculous reason to re-hire a man who had failed, wasn't it? But I was always too sentimental anyway.

George came on East. We put him on again—in doubt and fear—but just to give him a chance! I gave him a special assortment of items sold only through plumbers and sent him out first as sort of a missionary salesman. He knew the retail end from his experience and made good. We had a talk again about selling the type of merchandise in the places it would be useful. This time I could see he got my point. He has, ever since then, when I put him back on a territory of his own, come along fast. He became the best resale man on the staff soon after that. He thought out a new way of demonstrating our

leading more sales story. effect able, father the sa products f view— when he had this pr success he has top of and in Only logically nearly making the po door.

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leading items to plumbers in a more dramatic way. It jumped sales tremendously in his territory. It has since been put into effect in all territories. He was able, after his experience in his father's plumbing shop, to look at the sale of every one of our products from the retailer's point of view—an ability he lacked entirely when he was with us before. What he had done in the interim made this previous failure a present-day success. For the last six months he has stood every month at the top of our list in volume of sales and in new accounts opened up. Only this time he is going after logical prospects. He isn't making nearly so many calls but he is making them with better judgment and talking much more to the point when he gets inside the door.

With his remarkable record staring me in the face every month, it can't be wondered that I doubt the wisdom of our unchanging rule against ever taking back a man after he has left us.

I don't take credit for Sterns. His father was a far better teacher than I was and that taught me a lesson, too.

I know of another organization where at least three men who formerly worked for the company became dissatisfied, went out and took other positions, have come back and made good in a big way. The head of this company told me recently that he feels that every ambitious man every so often gets the thought that he can do better in another line of business. Like other men with creative instincts, he thinks he could build a bridge, become a great salesman for another line, become a leading banker or do any one of a number of things if he only had the chance to try.

"After a man has been out and seen that things which looked good from his old job aren't so rosy when he is out among them, the rolling, ambitious type comes back a better man than before he tried his experiment," this man says. "We have taken back some seven men altogether. Of this

number three have made good in a big way and four when they came back didn't do any better than they had previously, and had to be let go again."

He explains this wide difference in results in the way most similar situations may be explained—that it depends upon the individual. The right kind of a man who has tried something else and failed at it, who comes back and asks to get his old job back and then goes out and works harder than he ever worked before, is very likely to make good. But the other type of man, who uses his return to exaggerate his own importance to the house, destroys morale, amuses or disgusts customers, and soon finds himself out of a job again.

I know one man, now the executive of a company, who, I think, will soon be on his way back to get his old job as a salesman for a down-east concern. He was a good salesman when he worked for the house previously. Then there came a time when an outside offer to become sales manager and vice-president of a new concern in a somewhat different field, appealed to him so strongly that he resigned. The sales force gave him a dinner when he left. The president was really sorry to see him go. But things in the new company didn't turn out the way he expected. The bonus arrangement on increased sales, the block of common stock which had been the deciding factor in getting him to resign, didn't look nearly so good when he found unforeseen difficulties, both from the financial and production standpoint in the new company which had looked so good to him from a distance.

#### OVERCOMING PRIDE

He had so much pride that he stuck to the new job for a while. He has been there as a matter of fact, almost three years. Then he began to wonder why he should let his pride stand in the way of his peace of mind and happiness. A little sober thought along these lines led him to write a letter to his old chief saying that he would

like to talk things over. A meeting was arranged, the former salesman told his story, sparing none of the details, his old chief made him an offer and the executive will drop back to his old job as a salesman soon. It is my prediction that he will make a far better salesman than he did when he previously worked there.

Realizing my inability to set down any general rule for guidance upon this problem which faces so many business men, I nevertheless offer this one thought. I don't think it makes so much difference whether the man on his first trial made good in a big way and left because he became angry or because he had visions of a great future in another line of business. I have known men who couldn't sell goods at all to come back and be world beaters. I have known other salesmen who had a good record previously, left, and then returned, to fall down badly.

It seems to me that the question resolves itself to this: Did the man who now wants to come back show when he was with us a conscientious spirit and ability to get along with other men, a lack of that egotism which has spoiled so many salesmen? You can't always expect the same thing when the man comes back. The salesman who formerly made good may have been spoiled by his experience in the meanwhile. The man who couldn't sell at all when he was with you before may have added to his store of knowledge certain facts and experiences which will make him extremely valuable later on. It is unsafe to assume either that it pays to take back a man who has once left or that it is a great mistake in policy ever to do so. Careful consideration of the individual's nature and character and just what he has been doing since he left is just as important in deciding this question as a study of his results when he worked with you before.

The Boston Five Cents Savings Bank, Boston, has appointed the Boston office of Doremus & Company, advertising agency, to direct its advertising.

## E. G. Orr with Shere Metal Products Corporation

Ernest G. Orr, recently advertising and sales promotion manager of the Goodhue Printing Company, Oakland, Calif., has joined the Shere Metal Products Corporation, also of Oakland, as general sales manager. For five years he had been assistant advertising manager of the Marchant Calculating Machine Company, Oakland.

## Kenneth J. Nixon Joins Kenyon Agency

Kenneth J. Nixon, for several years engaged in advertising work in New England for the Hearst organization, has joined the staff of The Kenyon Company, Boston advertising agency, as an account executive. More recently he has been doing merchandising and advertising work for a chain of retail furriers.

## Turner Construction Transfers John P. H. Perry

John P. H. Perry, for the last seven years vice-president in charge of new business for the Turner Construction Company at New York, will, effective October 1, be located in the Chicago office as vice-president in charge of operations in the Western territory.

## New Account for Seattle Agency

A. Mirenta & Company, Tacoma, Wash., manufacturing druggists, have appointed the J. F. Held Advertising Agency, Seattle, to direct their advertising account. Newspapers and magazines will be used in a national campaign which is being planned.

## Traffic Department for Newspaper Association

W. J. Mathey has been appointed manager of the newly organized traffic department of the American Newspaper Publishers Association. He recently was assistant general freight agent of the Erie Railroad Company.

## New Account for Detroit Agency

Beacon Devices, Inc., North Tonawanda, N. Y., manufacturer of Beacon Bottled Power, has placed its advertising account with The Fred M. Randall Company, Detroit advertising agency.

## New Advertising Business at Duluth

Alex MacDonald, formerly advertising manager of the Glass Block Store, Duluth, Minn., has organized the MacDonald Advertising Agency at Duluth.

MR. LEONARD DREW

HAS THIS DAY  
BEEN APPOINTED

PUBLISHER

OF

THE YOUTH'S COMPANION

SEPTEMBER 1, 1926

THE YOUTH'S COMPANION  
AN ATLANTIC PUBLICATION

# LIBERTY'S RATES GO UP NOVEMBER 1ST

If you buy before  
that time -- you  
receive a bonus of

## 250,000 Circulation Absolutely FREE

When present rates were made,  
LIBERTY promised its advertisers  
a circulation of 1,100,000 copies.  
They got it.

Now, LIBERTY announces an average NET PAID circulation of 1,350,000 during 1927. LIBERTY will keep its promise.

**YOUR SAVING**  
on 13 Insertions of Following  
Units If Ordered Before Nov. 1st

Per Line . . . . .	16.25
Eighth Page . . . . .	1218.75
Quarter Page . . . . .	2437.50
Half Page . . . . .	4875.00
Full Page . . . . .	9750.00
Two-Color Page . . . . .	9750.00
Four-Color Page . . . . .	6500.00
Back Cover . . . . .	19500.00

Orders for 1927 Accepted  
Up to Nov. 1st at These  
PRESENT RATES

Line Rate . . . . .	5.00
Eighth Page . . . . .	375.00
Quarter Page . . . . .	750.00
Half Page . . . . .	1500.00
Full Page . . . . .	3000.00
Two-Color Page . . . . .	3750.00
Four-Color Page . . . . .	5000.00
Back Cover . . . . .	6500.00

Orders Placed After  
Nov. 1st Subject to These  
NEW RATES

Line Rate . . . . .	6.25
Eighth Page . . . . .	468.75
Quarter Page . . . . .	937.50
Half Page . . . . .	1875.00
Full Page . . . . .	3750.00
Two-Color Page . . . . .	4500.00
Four-Color Page . . . . .	5500.00
Back Cover . . . . .	8000.00

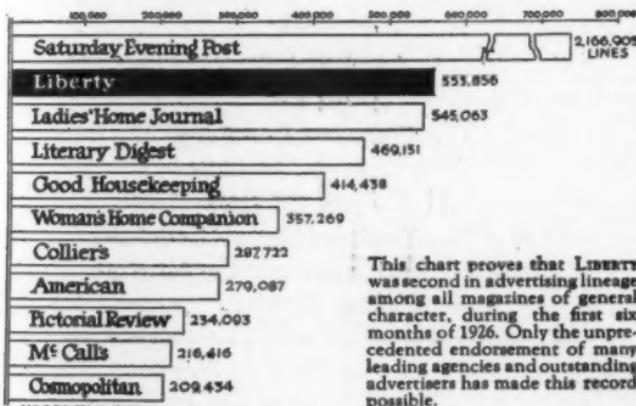
## NO ORDERS AT PRESENT RATES ACCEPTED AFTER NOVEMBER 1, 1926

ST

# JUST CONSIDER THE SAVING in Ordering Your 1927 Advertising in LIBERTY . . . NOW!

Up to November 1st, 1926, advertisers can contract for space through the rest of 1926 and the entire year of 1927 at the current rates based on 1,100,000 circulation. *If you buy, therefore, before November 1st, you receive a bonus of 250,000 circulation absolutely free.*

## TWO YEARS OLD and ALREADY SECOND



This chart proves that LIBERTY was second in advertising lineage among all magazines of general character, during the first six months of 1926. Only the unprecedented endorsement of many leading agencies and outstanding advertisers has made this record possible.

**5c** **Liberty**  
*A Weekly for the Whole Family*

247 Park Ave.  
New York

General Motors Bldg.  
Detroit

705 Union Bank Bldg.  
Los Angeles

Tribune Square  
Chicago

Sept. 16, 1926



# Charles Daniel Frey

## Advertising

INCORPORATED

30  
 North Michigan Avenue  
 Chicago, Illinois

## CLIENTS

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*Crane Co.*  
*The Simmons Company*  
*The Chicago Tribune*  
*S. Karpen & Bros.*  
*The Atlas Portland Cement Company*  
*United States Radiator Corporation*  
*Wilson Brothers*

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MAGAZINE  
 NEWSPAPER  
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# Textile Mills That Point the Advertising Way to the Industry

The Textile Advertiser's Plight Is Not So Bad after All, if You Stop to Analyze It

By John R. Rutherford

IN his article, "Lo! The Poor Textile Industry," appearing recently in *PRINTERS' INK*, C. L. Cushing discusses the delinquency of the advertising business in getting the cotton mills to advertise more extensively. Because they have not known to what else to attribute the evident lack of cotton goods advertising, many advertising men have decided that the textile industry must be responsible. Mr. Cushing is right when he says that advertising people have been a little harsh with the cotton men.

Why the textile mills have not filled the advertising columns of publications to the extent of other industries is a question that has perplexed the advertising fraternity for many years. But it is not certain that Mr. Cushing gives us the answer when he holds the advertising industry entirely at fault. It appalls him to observe unsophisticated advertising men earning but \$10,000 a year, telling cotton magnates that they are "a menace to the economic community." He declares that the "education" of the textile industry on the part of an agency representative, business or consumer publication solicitor, amounts to:

Question: Any advertising today?  
Answer: No thank you, we have troubles enough as it is.

Question: Your industry, sir, is very backward.  
Answer: So is your old advertising man.

If Mr. Cushing is serious in his reproof of the advertising business and sincerely feels that the advertising people have been clumsy or backward in getting the textile mills to advertise, then he should examine closely the advertising columns of some of the leading fashion magazines. For years the

advertising people have been calling on the textile industry and the result is that today, as never before, the textile mills are utilizing the force of advertising. A publishing house recently revealed by an investigation in several hundred department and dry goods stores that over sixty different manufacturers' fabrics are now being identified and advertised to the public.

Admittedly, this is a small percentage of the total number of textile mills. But in connection with such a basic question as why the textile mills do not advertise more extensively, we cannot arrive at a clear understanding without knowing the yesterdays as well as the todays.

For many years every thing conspired against the textile industry identifying its merchandise. There was the conventional selling agent, whose job was marketing the goods of several mills. His interest was confined to no particular brand. He felt he was the ball and socket of the textile trade—the juncture where supply fits smoothly into demand without the slightest friction—waste of time, energy or money. Any desire on the part of the mill owner or advertising man to build a consumer preference for an individual line of goods was an affront to his ability to market merchandise. And the average mill owner was considerably dependent on this selling agent's good-will.

Then there was the old-fashioned department or dry goods store, only vaguely acquainted with the meaning of the word "turnover." The retailer failed to see that those fabrics about which his customers had been reading would be the quickest and easiest to sell. If the fabric manufacturer had any desire to acquaint the public with

his line, his hopes were soon shattered by those retailers who knew that they could induce their customers to take goods which offered the biggest profit. And this was possible because the consumer was usually non-committal as regards fabrics. When there was no choice in quality or style, one piece of goods was the same as any other to her. If the saleswoman showed her several pieces, any one of which "would do," the decision rested upon a toss of a coin.

But right here was the advertising man's strongest argument as to why the mill owner should advertise. If there was a particular brand of fabric which the consumer had seen advertised she would have confidence in that brand and assume that it was not inferior or shoddy merchandise. She would order and her approval of it would make it all the more difficult for the retailer to sell her an unadvertised fabric when it came time to re-order.

Many fabric manufacturers as well as selling agents were quick to see the possibilities offered them. The opportunity of inducing thousands of people to buy their goods in the same time required to sell one in personal selling, the small cost of the method, and the force of its influence made advertising a natural move of present day marketing.

#### A MERCHANTISING FOUNDATION NEEDED

But the fabric advertiser did not stop there. By working closely with the advertising industry, the present-day textile advertiser realizes that the most effective campaigns are based on a ground work of thorough merchandising. Placards reproducing the advertisements are placed in the fabric departments of several hundred stores. Others are placed at the pattern counters where the saleswomen are instructed to suggest patterns similar to those illustrated in the advertising copy. Swatches of the materials advertised are sent to the merchandise and advertising managers of several hundred department stores, suggesting

that they feature to their customers the goods that are being popularized.

The fabric advertiser has learned that many advertising managers of department stores are eager for information about various kinds of merchandise; that the buyers do not supply them with enough copy suggestions. So the advertiser supplies the advertising manager with a cut service along with a description of his materials. Contrary to general belief, a recent survey of the newspaper advertising of a thousand or more stores showed that 95 per cent of the department stores are today featuring branded merchandise. The textile advertiser is getting his share of this co-operative publicity.

Notwithstanding the comparatively few textile advertisers, the fact remains that those who have identified and advertised their goods to the public have increased their output beyond expectations, many gaining leadership in their field as a result. Let us rid ourselves of the notion that advertising is at fault and see if the experiences of the following textile advertisers would cause the advertising fraternity to blush for any complicated and pretentious knowledge of marketing.

Cannon Mills began advertising but recently. The result is that the most staple article in all the house—cotton towels—has made "Cannon" mean towels to the consumer for the first time in the history of an old, successful business.

Skinner's Satin has been advertised for the lining of garments to such an extent that the mail-order houses use it in their catalog descriptions as a selling argument. Advertising men showed Wm. Skinner & Sons how to increase their market by advertising their staple silk for other purposes. Now women ask for Skinner's Satin for making hats, bathing suits, bridge table covers, dresses, etc.

The Goodall Worsted Company shattered all traditions in the clothing trade by advertising a fabric for suits. Today 98 per cent of all suits made of Palm Beach cloth are



*The Melk copy of the Gutenberg Bible presented to library of Yale University by Mrs. Edward S. Harkness of New York. Mrs. Harkness is said to have paid \$120,000.00 for it.*

**I**N the America of today, the fine and applied arts in all their wide range of interest are adequately represented by one publication only — International STUDIO.

This magazine is authoritative and individual. There is no other magazine like it, or comparable, among class publications. And forward-looking advertisers and agents see its worth in that they are buying a new kind of circulation that is not worn out nor overworked.

INTERNATIONAL  
**STUDIO**  
 119 WEST 40TH STREET, NEW YORK

sold with the Palm Beach label in the suit and it is necessary for the advertiser to pay \$2,000 each year to clipping bureaus in order to check up the amount of advertising the trade is giving the product.

Advertising has given Belding Silks a quality reputation in 9,000 retail stores where the Belding guarantee of quality controls the best trade. Advertising has made Wamsutta a preferred name for sheetings in quality homes. Advertising took Lingette and made it the fabric in fashion for underwear in a single season. Advertising brought dyer and converter together in a campaign that made Everfast mean fast color in cottons to all America.

H. R. Mallinson, president of H. R. Mallinson & Company, said some time ago: "Advertising, like everything else, must have backing, and when properly backed it becomes one of the greatest forces in present-day industrial life." What woman does not today know of Pussy Willow, Chin-Chilla Satin, Will-O'The Wisp, Molly-O crepe and other Mallinson fabrics? And, as Mr. Mallinson asks, "How many would have known had it not been for advertising?"

Tripp, Barker & Co. began advertising Year Round fabrics a little over two years ago. It is stated the business has grown five times as big as it was when they began advertising.

So we might go on showing how leadership has been established and maintained by sound advertising in every branch of the textile industry. While it is true there are no Campbell Soup advertisers, considering volume of expenditure, it is likewise true that no industry can show greater success economically achieved for the benefit of the stockholders than the good old textile industry.

### Jewelry Manufacturer to Advertise

The Helbein-Stone Company, New York, manufacturer of jewelry, will conduct an advertising campaign this fall in magazines and business papers. Churchill-Hall, Inc., New York advertising agency, has been appointed to direct this campaign.

### Twin Cities Wearing Apparel Makers to Consolidate

The T. W. Stevenson Manufacturing Company, Minneapolis, and McKibbin, Driscoll & Dorsey, Inc., St. Paul, will merge on December 31. Both firms are manufacturers and wholesalers of hats, gloves and other lines of wearing apparel. Each company will retain its own identity. T. W. Stevenson, chairman of the board of the company bearing his name, will retire from the business.

### C. A. Durling Joins Frank Kiernan Agency

Charles A. Durling has joined the staff of Frank Kiernan & Company, advertising agency of New York, as account executive. He was formerly associated with the former Wm. T. Mullally, Inc., also of New York and previously with the Banca Commerciale Italiana, New York.

### Newspaper Campaign for Western New York Motor Lines

A state-wide newspaper advertising campaign for the Western New York Motor Lines will begin this fall. Plans also call for the use of direct-mail advertising. This campaign will be directed by the De Forest Porter Advertising Service, Inc., Buffalo.

### A. T. S. Yates with Duluth Agency

A. T. S. Yates, formerly with the creative department of the Duluth Photo-Engraving Company, Duluth, Minn., has joined the staff of the Stewart-Taylor Company, advertising agency of that city.

### Knitting Account for Springfield Agency

The Hitchcock & Curtiss Knitting Company, Hartford, Conn., has appointed the J. D. Bates Advertising Agency, Springfield, Mass., to direct its advertising account.

### New Business at Lima, Ohio

William J. Grover has started an advertising business under his own name with headquarters at Lima, Ohio. He was formerly associated with the International Heater Company, Utica, N. Y., and the Favorite Stove and Range Company, Piqua, Ohio.

### New Accounts for Taylor-Eby Agency

The Bohm Aluminum & Brass Corporation and the Hutto Engineering Company, both of Detroit, have placed their advertising accounts with Taylor-Eby, advertising agency, of that city.



Chicago Motor Coach passing  
the Drake Hotel

## A Quality Medium for Quality Products

450 MOTOR COACHES—carrying 250,000 Chicagoans daily, traverse the 124 miles of boulevards of Chicago, North to Evanston, South to 95th Street and West into Oak Park.

Edging these boulevards are Chicago's smart shops, theatres, palatial hotels and residences of quality-purchasing Chicagoans.

Manufacturers of quality products can create and sustain sales, by an appeal to this filtered circulation of better class Chicagoans, through the media of 11 x 21 inch Motor Coach Advertising cards.

And do it thoroughly, continuously, and convincingly, with a moderate appropriation.

For facts and figures, address

**MOTOR COACH ADVERTISING SERVICE, INC.**  
509 S. Franklin Street  
Chicago, Illinois

# American Business RE-DISCOVERS the ADVANCING SOUTH



POPULATION and Prosperity are trending Southward.

Business, ever alert to steady, significant mass-movements, is nowadays looking below the Mason-Dixon line for its greatest Gains.

The impetus has but begun. The relatively great strides already made will be looked upon during the next few years as "low level" figures.

This is not a "boom" condition — emphatically not! It is the logical, inevitable, response to a fundamental sectional supremacy that, frankly, has been a bit slow in gaining recognition.

The South is solid! It acts and reacts a little cautiously, perhaps, but when it moves it "stays put."

Its ascendancy, then, has been gradual — not hectic — and having its foundation in Soil Superiority will live on forever.

The South has just started upward!

In the area pictured above live 31,193,840 people.

As a group, they are more prosperous today than ever before. Their future outlook is brighter than that which faces the citizenry in any other section of the country.

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Manufacturers, sales managers, business economists, advertising agents—students of the flow of merchandise—this is the time to tell the South—and sell the South.

Advertising in Southern Newspapers moves the bulk of merchandise sold in this section. Southerners take their newspapers seriously, read them thoroughly and respond to their appeal.

Capable space-buyers have long realized that the most effective and cheapest method of reaching the majority of Southern buyers is through the newspapers.

The combined circulations in these Southern States, for example, of the outputs of two of the largest magazine publishing houses is slightly over a million and a half.

The combined newspaper circulations in this same area reaches one out of every six persons; there is practically a newspaper in every home.

Sales prospects are perhaps more easily reachable in the South than in any other section of the nation. Not alone is it easy to get to prospects; but advertising space is relatively low-priced.

You can cover the entire South with a smaller outlay than would be required to reach any other area of like population, and when once sold, we repeat, the South stays sold.

Southern publishers are ever alert to aid manufacturers and advertisers in obtaining adequate distribution to justify advertising investments. Correspondence to that end is invited.

Plan your Fall campaigns so as to gain and grow with the South. Ask any recognized Advertising Agency for facts and figures.

*For General Information, Write  
Cranston Williams, Manager,  
SOUTHERN NEWSPAPER PUBLISHERS' ASSN.  
Box 468, Chattanooga, Tenn.*

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***Sell The South Thru  
SOUTHERN NEWSPAPERS***

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Q

**The Mighty Northwest.... a Forty Million Dollar Radio Market this year**

Q

**5th Annual Northwest Radio Exposition....auspices Northwest Radio Trade Association, September 27 to October 2, inclusive**

Q

**St. Paul Sunday Pioneer Press Radio Show Edition will be published Sunday, September 26, the day before the show opens**

Q

**Editorial content and special features planned for this edition will make it of unusual worth to Radio Manufacturers who are now in, or are coming into this rich and prosperous Northwest Market**

Q

**The St. Paul Sunday Pioneer Press is the Northwest's leading Radio medium. Advertisers say so with lineage. Their customers say so with orders**

Q

**In most sections of Minnesota . . notably in St. Paul's 100-mile trading radius and PARTICULARLY in the St. Paul Salient—that portion of Minnesota where the most people live and the most money is—the entering wedge to the Northwest Market . . the circulation of the Sunday Pioneer Press predominates**

Q

**Copy for this edition should reach our office not later than Friday, September 24. Communicate direct or with O'Mara and Ormsbee, Inc., New York - Chicago - Detroit - San Francisco. Any detailed information wanted will be sent on request.**

# The Traveling Advertising Manager

Even One Trip a Year Would Be Extremely Helpful to Many Advertising Managers

By Roi B. Woolley

WE hear a great deal about the "sales manager going out into the field to absorb local atmosphere," to gain a proper perspective of working conditions as they are, and what not. But it isn't so often that the advertising manager is called upon to hit the grit and study conditions first hand. Perhaps it might be better for some of them, if they did go out and follow their copy into the homes, and witness not alone the consumers' reactions, but the effect of their brain children upon the firm's salesfolk.

This article will aim to point out one example of a firm that believes in having its advertising department co-operating with the sales department far beyond the realms of heretofore prescribed practices.

This particular firm happens to manufacture electrical household "specialties," so called, or in plain Anglo-Saxon, electrical appliances for the laundry.

In this electrical field, it is an admitted fact that such devices are not being sought out and bought by the housewife; they are being sold—this in spite of the very great general advertising being carried on by certain leading manufacturers. In other words, they still remain "specialties," and are far removed from the "staple" class.

Advertising, as good as it is, is still dependent to a great extent upon the quality and amount of salesmanship, so far as getting signatures on the dotted line is concerned.

It is upon this rock that so many advertising campaigns have been wrecked. For, in spite of the knowledge of the above facts, too many manufacturers are prone to plunk their money into valuable space in this and that medium, and wonder why the results were not

according to their expectations.

One of the chief causes for such failure is lack of organization, particularly in the selling end. It being admitted that these specialties must be *sold*, it can hardly be gainsaid that the first vital consideration is salesman power—if we may coin the term. And it needn't be such high-price, high-pressure salesman power either. Just the plain, ordinary, garden variety of salesmanship, and plenty of it, in the right place, under right supervision, more often than not means the success or failure of the best-laid advertising plans. And all advertising plans—particularly campaigns destined for a particular territory—should be predicated upon a thorough knowledge of the job to be done, and the personnel (size and ability) of the sales organization to do it.

## EXPECTING TOO MUCH OF ADVERTISING

This may seem like old stuff; it is, but so long as manufacturers continue to pour money into these "campaigns," so called, and expect advertising to go out and get the prospect, secure attention, arouse interest, develop desire to buy, and clinch the sale, just so long are we going to have the public talking of great waste and the high cost of advertising, and so forth. All of which leads us to the warp and woof of our story.

There are dealers and distributors of these before-mentioned specialties who say to the manufacturer: "I'm all organized—got a fine store—plenty of money—I'll take a carload (gosh what won't a manufacturer do for a carload order—of most anything!) now, what will you allow me for advertising?" Mr. Manufacturer figures out what it is worth for him to "buy" this valuable (?) business and, aided

and abetted by an eager sales force, he and the dealer or distributor get together; he forks over the advertising allowance, and the campaign is on.

All too often the manufacturer finds that the campaign failed to pan out as per schedule. Usually, it is the advertising that gets the blame. However, a check-up of unsuccessful campaigns and sales drives shows that a majority of failures were due to organization—or the lack of it.

You can't blame the dealer or distributor for wanting all the support he can get; the manufacturer can't be blamed for wanting volume business through supposedly good outlets. What should be done?

\* \* \*

There is one manufacturer of appliances who underwent these experiences just once too often.

"This stops now," he said, and pressed the button for the advertising manager.

"Here's another request, and layout for a campaign arranged by the sales department," he said. "Now, this may be according to schedule; maybe those distributors out there (referring to a far distant section of the country) are all right; maybe they've got real organizations properly trained; maybe we'll get 100 per cent co-operation. And then, maybe we won't. But we're going to take no more chances if we can help it. I'm tired of having the sales department—yes, and your own department—say: 'Wasn't that a fine job we did?' and when I get the cost figures from the accounting department learn that we really lost money on every blessed machine sold.

"We're going to work differently from now on. Last fall we put good money into the papers in the territory of our best distributors, all well organized, so we understood, and ready to do their share. We sold them our well-worked-out advertising plans. And what happened? In many of the territories we failed to secure an appreciable increase. Instead, we got the same old excuse: 'We didn't have time to merchandise the

campaign to our trade,' 'Couldn't get salesmen,' 'Didn't like the style of copy' and so on.

"Now we're asked to spend some more money. And we're likely to have the same result if we don't call a halt right here. We don't want any more alibis. We want business. So we're going to change our plans.

"You're going out there and do some traveling. You're going to see the distributors, and the dealers. You're going with plenty of authority to spend or not to spend our money as the case may be, when and where you're convinced that we should, or can get the best return for our investment. You're going to study each case, and each phase of the campaign, particularly the details of organization, of personnel. You're going to check details of things perhaps outside your ken, the matters of inducements to the prospects, prize contests, servicing, and so on.

"In short, you're going to become a traveling advertising man. You're going to do sales promotion work in one place, personnel work in another, and all of these, plus scribbling copy in another. You're going to develop organization where you find it is needed. And where you can't get a distributor to co-operate, we won't spend a penny. Out of this trip of yours we'll learn something if we don't actually get more business. It's worth spending the extra money in this case just to see what we can get out of our advertising dollars."

In this instance, the territory covered was far removed from the home office. It meant long and costly traveling. About five distributors had been promised advertising support by the sales department. How many were ready for it? The advertising man was very doubtful. From his knowledge of the territory, and all he could learn from the sales department, only one, he felt, could be counted upon to deliver anywhere near his quota (set by the sales department, and quite likely much too high). And so it proved.

His first stop was at the headquarters of his leading distributor.



## An Outside Sign for an Inside Thirst

**I**N THE highly competitive field of beverages, "Whistle" has been winning many new friends daily, due in large part to an aggressive advertising policy which takes advantage of every opportunity to place this delightful thirst quenching drink before the public.

In the Ing-Rich Enamelled Sign, they have found the ideal road side or store front avenue of expression for the merits of "Whistle". Either in the North or South, its enameled surface is impervious to climatic changes, and in addition to being always clean, will not tarnish, rust, craze, nor crack. That's why Ing-Rich Signs are guaranteed for ten years.

*An Ing-Rich Sign is adaptable to your needs, either illuminated or unilluminated. We'll make up a design especially for you or you may make your selection from our full color catalog. Both are yours, without obligation.*

INGRAM RICHARDSON MANUFACTURING CO.  
BEAVER FALLS, PENNA.

# INC-RICH SIGNS

*Fadeless Publicity in Everlasting Porcelain*

Sept. 16, 1926

Sept. 16

Even before the wholesaler knew he was in town he had quietly gathered a considerable amount of data and information from local newspapers, from competing concerns, as well as from calls upon retailers in other lines.

This distributor had a policy of wholesale only. His headquarters were in a city of about 400,000. Investigation showed that he had but three retail outlets for the manufacturer's product in the big city, and of these only two amounted to anything. He had placed a man of his own choice in his leading dealer's store, at the dealer's request, but this establishment was running at a loss. Instead of forty salesmen it had four. Thus, one city, from which the wholesaler should draw as much business as could be secured from the entire State was almost a total loss. And it was in this city's Sunday papers that the advertising was originally planned to appear and would have appeared but for the representative's call.

After he saw the distributor, had a meeting of the salesmen, the wholesale and then the local resale men, it was plain to the advertising manager what would have to be done before he would be warranted in proceeding with advertising. Instead of beginning the actual campaign at the time first appointed, he postponed it two weeks, meanwhile concentrating with the distributor upon strengthening his organization in the city. When he pointed out the need for a real manager of local sales, the distributor replied: "Yes, I'll admit it, but where am I going to get him? I've used the papers, tried every means to locate a good man, but have failed."

The advertising man hied himself to the hotel, scribbled off an advertisement, sent for the newspaper men, and next day had forty likely looking applicants for the job. The distributor and his sales manager looked them over and selected the most promising candidate. Then the advertising Jack-of-all-trades went out with the salesmen and called on dealers—old and prospective. As a salesman he didn't amount to much.

But as a help to the local wholesale salesman he batted 100 per cent. Two good new dealers were opened up, and all the old ones promised to put on more men, arrange their windows, educate their staff, and do a bit of advertising on their own account. In short, he talked what the campaign would do for them if they helped themselves a bit, whereas the stuff handed the local dealers prior to this had been all along the old lines of "gimme an order."

The result was that a fair quota was set by the distributor in advance of the campaign, and his men more than made their quota. Incidentally, it is far better to have a lower quota and have the force make it, than to set an impossible mark and have a failure. It is sometimes possible to keep an organization speeded up, and fighting so as to make a seemingly impossible quota, but on the other hand, failure to come anywhere near a high quota results in suspicion of all quotas. Old stuff, this, but new to this particular manufacturer's representatives.

#### WHAT THIS MANAGER LEARNED

And what this advertising manager did learn about his copy, and about his beautifully laid out advertising plans! How many sweet illusions, fond hopes and fonder expectations were shattered!

He learned that footsteps count for as much as head work, when it comes to the average sales force selling such appliances. He learned that his beautifully wrought English sentences didn't mean a whoop to the hard-boiled dealers who toiled to sell his appliances. He learned what the woman prospects thought about his advertising in the various women's publications, and the newspapers. And he learned then and there to stop talking about advertising as though it was the Alpha and Omega. And this experience he filed away for use with other distributors.

How does advertising work, in hiring men? How many advertising men have talked with the salesmen applicants who reply to advertising, to learn why they came, what they had in mind when

Ma  
Old COUNTRY  
SUCCE  
CHIEF  
NEEN

Write for



*"Note the Tear and Wear as well as the Test"*

# NEENAH PAPER COMPANY

*Neenah, Wisconsin*

Makers of  
OLD COUNCIL TREE BOND  
SUCCESS BOND  
CHIEFTAIN BOND  
NEENAH BOND

Check the Names

WISDOM BOND  
GLACIER BOND  
STONEWALL LINEN LEDGER  
RESOLUTE LEDGER  
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes



## Announcing the National Broadcasting Company, Inc.

**National radio broadcasting with better programs permanently assured by this important action of the Radio Corporation of America in the interest of the listening public**

THE RADIO CORPORATION OF AMERICA is the largest distributor of radio receiving sets in the world. It handles the entire output in this field of the Westinghouse and General Electric factories.

It does not say this boastfully. It does not say it with apology. It says it for the purpose of making clear the fact that it is more largely interested, more selfishly interested, if you please, in the best possible broadcasting in the United States than anyone else.

### **Radio for 26,000,000 Homes**

*The market for receiving sets in the future will be determined largely by the quantity and quality of the programs broadcast.*

We say quantity because they must be diversified enough so that some of them will appeal to all possible listeners.

We say quality because each program must be the best of its kind. If that ideal were to be reached, no home in the United States could afford to be without a radio receiving set.

Today the best available statistics indicate that 5,000,000 homes are equipped, and 21,000,000 homes remain to be supplied.

*Radio receiving sets of the best reproductive quality should be made available for all, and we hope to make them cheap enough so that all may buy.*

The day has gone by when the radio receiving set is a plaything. It must now be an instrument of service.

The Radio Corporation of America, therefore, is interested, just as the public is, in having the most adequate programs broadcast. It is interested, as the public is, in having them comprehensive and free from discrimination.

### **WEAF Purchased for \$1,000,000**

Any use of radio transmission which causes the public to feel that the quality of the programs is not the highest, that the use of radio is not the broadest and best use in the public interest, that it is used for political advantage or selfish power, will be detrimental to the public interest in radio, and therefore to the Radio Corporation of America.

To insure, therefore, the development of this great service, the Radio Corporation of America has purchased for one million dollars station WEAF from the American Telephone and Telegraph Company, that company having decided to retire from the broadcasting business.

The Radio Corporation of America will assume active control of the station on November 15.

### **National Broadcasting Company Organized**

The Radio Corporation of America has decided to incorporate the station, which has achieved such deservedly high reputation for the quality and character of its programs, under the name of the National Broadcasting Company Inc.

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## The Purpose of the New Company

*The purpose of that company will be to provide the best program available for broadcasting in the United States.*

The National Broadcasting Company will not only broadcast these programs through station WEAF, but it will make them available to other broadcasting stations throughout the country so far as it may be practicable to do so, and they may desire to take them.

*It is hoped that arrangements may be made so that every event of national importance may be broadcast widely throughout the United States.*

## No Monopoly of the Air

The Radio Corporation of America is not in any sense seeking a monopoly of the air. That would be a liability rather than an asset. It is seeking, however, to provide machinery which will insure a national distribution of national programs, and a wider distribution of programs of the highest quality.

*If others will engage in this business the Radio Corporation of America will welcome their action, whether it be cooperative or competitive.*

If other radio manufacturing companies, competitors of the Radio Corporation of America, wish to use the facilities of the National Broadcasting Company for the purpose of making known to the public their receiving sets, they may do so on the same terms as accorded to other clients.

The necessity of providing adequate broadcasting is apparent. The problem of finding the best means of doing it is yet experimental. The Radio Corporation of America is making this experiment in the interest of the art and the furtherance of the industry.

**A Public Advisory Council**  
In order that the National Broadcasting Company may be advised as to the best type of program, that discrimination may be avoided, that the public may be assured

that the broadcasting is being done in the fairest and best way, always allowing for human frailties and human performance, it has created an Advisory Council, composed of twelve members, to be chosen as representative of various shades of public opinion, which will from time to time give it the benefit of their judgment and suggestion. The members of this Council will be announced as soon as their acceptance shall have been obtained.

## M. H. Aylesworth to be President

The President of the new National Broadcasting Company will be M. H. Aylesworth, for many years Managing Director of the National Electric Light Association. He will perform the executive and administrative duties of the corporation.

Mr. Aylesworth, while not hitherto identified with the radio industry or broadcasting, has had public experience as Chairman of the Colorado Public Utilities Commission, and, through his work with the association which represents the electrical industry, has a broad understanding of the technical problems which measure the pace of broadcasting.

One of his major responsibilities will be to see that the operations of the National Broadcasting Company reflect enlightened public opinion, which expresses itself so promptly the morning after any error of taste or judgment or departure from fair play.

The Vice-President and General Manager will be Mr. George F. McClelland, who has largely been responsible for the successful programs of station WEAF.

*We have no hesitation in recommending the National Broadcasting Company to the people of the United States.*

*It will need the help of all listeners. It will make mistakes. If the public will make known its views to the officials of the company from time to time, we are confident that the new broadcasting company will be an instrument of great public service.*

## RADIO CORPORATION OF AMERICA

OWEN D. YOUNG, Chairman of the Board

JAMES G. HARBORD, President

Sept. 16, 1927

Sept. 10



## "Machine-Made Freedom"

The first of four exclusive  
interviews with

THOMAS A. EDISON  
appearing in our October  
issue. One of the FORUM  
features that explains the re-  
markable reader interest and  
steady increase in circulation.

Member Audit Bureau of Circulations

# FORUM

*America's Quality Magazine of Controversy*

247 PARK AVENUE

NEW YORK

they answered the advertisement, and why it was they took a preferred job, or spurned it? How many advertising men have conducted a "pep" meeting, in a boiling hot basement, with the thermometer at 100 degrees, and everybody too tired even to wonder what advertising was all about?

Heretofore, this advertising man had tried to write sales manuals from what the boys in the office told him, and from his competitor's literature. Hereafter, he told himself, he'd write "how-to-sell" data from the field. Take his firm's washing machine, for instance. The nice dope he handed out about "interesting, convinc'ng and closing" the prospect was all very well, perhaps for Portland, Maine, but it was a possible total loss in Portland, Oregon.

#### HIS BEST BET

And the best thing he learned was that there was something to the "selling game" (save the name) after all. He got a proper perspective of the company's salesmen. He learned how to work with them, instead of working them to accept his ideas, his copy, his plans. And how his own work improved!

In another distributor's territory he found that this distributor had been kidding the manufacturing firm into the belief that he had a bunch of wholesale men working the territory on the manufacturer's proposition. Only one man was out. And furthermore, instead of a competent office force to handle the details of the campaign, there was but one lone ignoramus.

Result, this distributor put on a force of girls to handle the mailings. Also he made use of the traveling advertising man's experience and ability to get men—a wholesale man or two for himself, and resale men for his downtown retail accounts.

By this time, the advertising manager was beyond the point where he could be kidded. He knew better than to accept a distributor's wail of "I can't get men."

In the largest city operated by this distributor, there happened to

## —Guide —Philosopher —Friend

**The Daily Herald is bought, read and accepted as a "guide, philosopher and friend" by more than 6,000 people on the Mississippi Coast—people who have money to spend for the luxuries, as well as the necessities of life.**

**YOU, who have merchandise or service to sell, can well invest your advertising money in the productive columns of The Daily Herald—largest in circulation of any newspaper in South Mississippi.**



**THE DAILY HERALD**  
Gulfport Mississippi Biloxi  
GEO. W. WILKES' SONS, Publishers

## The Human Aspects of Sales Management

*W. Livingston Larned*, who is well known to all readers of *Printers' Ink*, has written an important book treating in a most human and practical manner of the scores of perplexing problems which confront sales managers who handle a force of men selling on the road. His book is not a solemn text-book—the information is presented in the form of most readable entertaining letters.

## A SALESMANAGER'S FIELD LETTERS TO HIS MEN

By W. LIVINGSTON LARNED

Chatty, full of interesting anecdotes, adaptable to all kinds of selling, in fact, a handbook of selling and sales management in a new form. You'll vote it one of the most helpful books you've ever read. Price, \$3.50.

### How Big Salesmanagers Handle



- The Discouraged Salesman
- The Matter of Territory
- The Price Question
- The Dealer Interview
- The Insurmountable "No!"
- "Pepping Up" Campaigns
- "Impossible" Prospects

Scores of similar questions answered in this book. EXAMINE IT FIRST.

**HARPER & BROTHERS,**  
49 East 33 St., New York, N. Y.

Gentlemen: Please send me postpaid for free examination on approval one copy of **A SALESMANAGER'S FIELD LETTERS TO HIS MEN**. By W. Livingston Larned.

- I agree to remit \$3.50 within ten days of receipt of book, or to return the book.
- I enclose my check for \$3.50.
- Please send this book C. O. D.

Name .....  
Please print.

Address .....

Bus. Occupation.....

P.I. 9-26

be a carpenters' strike. It required very little observation for the advertising man to find it out. The papers were full of strike news. Hundreds of men were out of work. An advertisement, written to appeal to these men, brought them by scores to a pre-arranged point. To the crowd of applicants the T. A. M. pointed out that he had a wonderful opportunity to earn more than they ever had. He told those who were interested to stay; the rest were asked to leave. A few left. The balance listened to the picture of profits to be earned by house-to-house selling. He told them to report next day, knowing most of them would fail to return. But he got over twenty to start ringing doorbells, and some of the original twenty are still hard at it punching bells. This is only one instance of the varied work that fell to his lot.

In one place he dressed windows; in another he listened to the dealer sob out his story of losses, and did his level best to help him to a proper system of accounting, which it was patent was the real root of the trouble. He planned exhibits for fairs, arranged for valuable publicity in cities where it could be had, pointed out to dealers the vital necessity of manpower, then went out and not only helped get the men, but train them on the company's products. And he found that his advertising was really the least of the job. It was the last thing he put into effect.

In two districts he deferred the newspaper advertising indefinitely, or in other words, until the distributor had completed his arrangements, details laid down by the advertising manager. These arrangements were not presented to the distributors as demands, but purely as evidences of co-operation by the manufacturer. And be it to the credit of the distributors and dealers, all of them saw the logic in his suggestions, and at least made a pretence of abiding by them.

It may be reasoned that his work should have been done by the manufacturer's sales department. Perhaps so, but in this case the

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## National Advertising

National Advertisers are realizing more than ever that the BOSTON EVENING TRANSCRIPT brings results and proves its value. For the first eight months of 1926 over the same period last year the EVENING TRANSCRIPT showed a gain in National advertising of

**246,350 Lines**

### The Boston Evening Transcript

*National Advertising Representatives*

CHAS. H. EDDY CO.  
Boston New York Chicago

R. J. BIDWELL CO.  
San Francisco Los Angeles

### A GOOD MARKET— AN EXCELLENT MEDIUM

In Paterson, N. J., The Press-Guardian has the largest circulation of any evening paper in Passaic County (an evening paper field), and the largest circulation of any Paterson paper in the rich suburban territory.

With its Sunday edition, The Chronicle, it carries more advertising than any other Paterson paper—over ten million lines in 1925.

But these arguments are not the only basis upon which it solicits your advertising. Space buyers are wearying over claims of superiority on that score alone.

It's the character of the homes that The Press-Guardian goes into and STAYS in every evening which is a real tangible asset to the advertiser and the discriminating space buyer knows this situation.

### The Paterson Press-Guardian

(Member of The 100,000 Group of American Cities, Inc.)

PAYNE, BURNS & SMITH  
New York Boston

Represented by  
G. LOGAN PAYNE CO.  
Chicago Atlanta St. Louis

# WHAT the New York Times is among New York Newspapers — Electrograph is in the field of dealer-to-consumer direct mail.

The Electrograph Company devotes its entire thought and effort to Dealer-to-Consumer Direct Mail. It creates, produces and administers campaigns down to the final detail, from the word that rouses the direct mail cooperation of the dealer to the last word that sells the consumer.

THE ELECTROGRAPH COMPANY  
Home Office: 725 W. Grand Blvd., Detroit, Mich.

# Electrograph

Created **DIRECT-MAIL** Localized  
Individualized  
Distributed

In Illinois, Electrograph Advertising Service, Inc., Chicago is licensed to operate under Electrograph patents.

manufacturer was himself building an organization. He was shy of men with ability to do the work. And the manufacturer happened to recognize the fact that the training and experience of this advertising man should fit him for the work.

Any sales executive who has tried to coach a sales force on the use and abuses of advertising, and endeavored to train them so they could even talk intelligently to a dealer about the firm's advertising plans, knows how difficult the job is.

True, it cannot be expected that an advertising manager can be kept on the road any great length of time doing this work, even if capable of it, but even one experience annually will equip him with a fund of valuable information upon which he can draw to improve his plans, his copy, and his handling of men. There are scores of advertising executives whose worth to their concerns would be greatly enhanced by such experiences. And there are management executives who might well try the experiment to get a true perspective of the effectiveness of their "co-operative advertising," their "trade campaigns" and so on.

### Makers of Industrial Alcohol to Advertise Jointly

The Industrial Alcohol Manufacturers Association is planning an advertising campaign to develop the market for denatured alcohol. The campaign will be directed by J. H. Newmark, Inc., New York advertising agency. The association has opened offices at New York under the direction of Dr. Lewis H. Marks, who has been appointed executive secretary.

### Guy Baker Joins White Music Company

Guy Baker, for six years advertising manager of the Kaffee Hag Corporation, Cleveland, has joined the H. N. White Music Company, Cleveland, where he will be engaged in sales and advertising work.

### Joins Boston "Evening Transcript"

Shedd Vandenberg, recently with the Boston *American* and *Advertiser*, has joined the advertising department of the Boston *Evening Transcript*.

## Prize Contest to Advertise Newspaper Advertising

¶ To develop the best and newest thought concerning the value of newspaper advertising to national advertisers, the Bureau of Advertising, American Newspaper Publishers Association, is conducting a prize contest.

¶ The Bureau invites all persons who think they can write good advertisements, setting forth the advantages of national newspaper advertising to take part in the competition.

The prizes offered for the three best advertisements submitted are:

First prize . . .	\$300
Second prize . . .	\$150
Third prize . . .	\$ 50

¶ In addition to these, the Bureau reserves the privilege of buying at \$5.00 each, forty or more advertisements that do not win any of the leading prizes.

¶ All advertisements submitted must deal with the value of newspaper advertising to the *national* advertiser. No advertisement is to exceed 200 words in length.

**The contest opens September 20 and closes November 30**

A circular giving full details can be obtained by addressing

### PRIZE CONTEST BUREAU OF ADVERTISING

American Newspaper  
Publishers Association

270 Madison Ave., New York, N. Y.

# A Splendid Opportunity

Sales Manager of a large manufacturer in an Eastern city near New York marketing a nationally advertised quality product with national distribution, is seeking a high grade man as his assistant and inside sales department manager. No traveling. Must be an organizer with initiative and creative ability who can supervise compilation of sales records and the preparation of sales and territorial statistics. Man with previous successful sales experience is preferred. Must be able to handle sales correspondence. Give all essential information in one letter. Send photograph.

Address  
**SALES MANAGER**  
 P. O. Box 107  
 Times Square Station  
 New York City

## Missionaries in Japan Use "Mail-Order" Advertising

Six Thousand Inquiries Have Been Received as a Result and Correspondence Course Is Started for Benefit of Those Located in the Country Who Have No Church to Go to.

SHALL we in America learn something from Japan on the use of paid space in newspapers for religious advertising?

Discussion of Church advertising is in some circles of the United States weaving around to the notion that printers' ink may be used to satisfy a spiritual want, and to draw inquirers into situations where such wants can be satisfied by personal ministrations. Heretofore, Church advertising has largely concerned itself with drawing people into churches; where, presumably, their spiritual wants would be filled either in the meetings to which they were invited or through their own consciousness awakened by the contact with "religion." The feeling is growing, however, that the "follow-up" of conventional Church advertising is tending more and more away from spiritual service, even though it tends so valuably toward social service.

The newer trend is toward the use of paid space to offer the specific, even the doctrinal, living message of the advertiser; which message itself helps, or points to a source of help.

This use of paid space is bringing large results in Japan.

Special members of a Japanese mission staff are designated to write advertisements and to handle inquiries. Indeed, an extensive "mail-order advertising campaign," with "religious consolation" as the commodity, seems to have developed from one mission station.

*The Spirit of Missions*, the missionary magazine of the Protestant-Episcopal Church in the United States, carried recently an article on "Newspaper Evangelism in Japan," showing the use of paid

# *An Important Announcement*

On Tuesday, Sept. 14th

# **The Tulsa World**

*Oklahoma's Greatest Newspaper*

**Began Publishing An  
All Day Newspaper**

**MORNING—EVENING—SUNDAY MORNING**

Heretofore the Tulsa World published only morning and Sunday morning editions. On September 14th new evening editions were added with entirely new make-up of news editorials and features, making them entirely different from the morning editions.

By supplementing the Tulsa Morning World with complete evening editions the World is in a position to render a greater service to its advertisers and the people of Tulsa and its Magic Empire, the rich market unit of eastern Oklahoma.

# **TULSA DAILY WORLD**

## **ADVERTISING REPRESENTATIVES**

**BRYANT, GRIFFITH & BRUNTON**  
9 East 41st St., New York      201 Devonshire St., Boston  
Walton Bldg., Atlanta, Ga.

**FORD-PARSONS COMPANY**  
306 Michigan Ave., Chicago      58 Sutter St., San Francisco

**DAVIES, DILLON & KELLY**  
707 Land Bank Bldg., Kansas City, Mo.

Sept. 16, 1926



*Helpful copies of our House Organ production  
will be sent on your request*

**ARROW PRESS, INC.**  
318-326 West 39th Street • New York

## Knitted Outerwear



FANCY  
KNITGOOD

**Sweater News**  
and  
**Knitted Outerwear**

93 Worth St. New York

space for religious instruction. The author of the article, part of which is quoted below, is John W. Wood, executive secretary of the Department of Missions of the Episcopal Church.

"Have you ever heard of 'newspaper evangelism'? It would not be effective everywhere, but it is remarkably effective in Japan, where daily and weekly papers are numerous and widely circulated, and where the percentage of literacy is so high.

"In outline the method of 'newspaper evangelism' is something like this:

"Some member of a mission staff specially qualified by temperament and education is set aside for the work. In some papers brief statements are inserted in the advertising columns, asking readers who are troubled in mind, or who like to have some accurate information of the Christian Gospel, or who have questions that are troubling them about man's relations to the unseen, to write to a given address.

"In other instances, articles are written setting forth some aspect of Christian faith or practice and ending with an offer of additional information. Such advertisements or articles invariably bring numerous inquiries.

"One of the Church of England's missionaries in Japan has been set aside for this work. He wrote recently:

"The newspaper work shows no sign of decreasing. Applications come in steadily. We have 120 to date this week and it is only Thursday! We are now well over the 6,000 mark, of whom about 900 have joined the New Life Society."

"We have been encouraged of late with our first baptisms and several more are coming along finely. The great bulk of our enquirers, however, are country folk who have no Church to go to, and are waiting for our correspondence course. I am glad to say that we are launching this soon."

The Newark, N. J., *Ledger* has changed its page size from five columns by 17 1/2 inches to six columns by 18 1/4 inches.

## And they called him a crank

FOUR years ago he was peddling his idea, seeking financial backing. And they called him a "Crank." But one day he met a man with vision and the resources to put his vision to the test.

Then three years in the laboratory, and now in the second year of commercial operation, a million dollar business!

It is a story, wonderful almost beyond belief. But the facts are there; the solid, substantial facts of brick and mortar and machinery, and orders by the tens of thousands. They come from cross-roads stores and grain elevators and supply dealers through the agricultural sections of the land.

Distributors are clamoring for the franchise. Solid cars of the product are rolling. Twelve million farm families are reading about it in the farm papers and hearing about it through their radio receivers.

The initial advertising investment was incredibly small, but it was wisely placed and the client gladly accords due credit to this Agency.

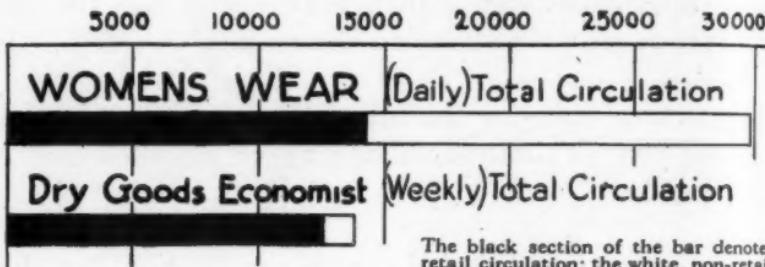
## THE PROCTER & COLLIER CO.

*For 32 years builders of business for advertising clients.*

McMILLAN ST. AT READING ROAD, CINCINNATI  
25 EAST 26TH ST., NEW YORK

*Member A. B. C., A. A. A. A., and Outdoor Bureau*

# Women's Wear dominates in Retail Circulation



IN comparing WOMEN'S WEAR daily retail circulation of 14,284 with the Dry Goods Economist's weekly 12,548, it should be borne in mind that WOMEN'S WEAR'S circulation policy is rigid—inflexibly paid in advance at the full rate.

Advertisers and advertising agents who wish to obtain first-hand evidence as to the standing of apparel and textile trade papers are earnestly advised to consult the merchandise managers and other major executives of representative department stores and women's specialty shops.

The supremacy of WOMEN'S WEAR service in every branch of the women's apparel and dry goods trades—retail, wholesale and manufacturing—is not questioned by any informed and impartial person.

(This is the second advertisement of a series. The third will deal with circulation in New York—the greatest textile-apparel market.)

## Fairchild Publications

8 East 13th Street

New York

18 branch offices in the United States and abroad.

# Can the Radio Corporation Do It?

Has Not Hitherto Accepted Pay for Broadcasting—Buys Station WEAF and Will Continue to Use It as Advertising Medium

IN identical statements which appeared last Monday morning in some newspapers as front page reading matter, and in others as paid advertisements, The Radio Corporation of America has given its views on radio broadcasting.

In addition to a talk on radio broadcasting's future, this statement also gave news of the Radio Corporation's plans for station WEAF which it purchased from the American Telephone & Telegraph Company, and news of the formation of the National Broadcasting Company.

The Radio Corporation in its broadcasting activities has not hitherto accepted paid advertising matter for transmission. With its acquisition of station WEAF and the formation of the National Broadcasting Company, it becomes the outstanding power in the field of broadcasting.

In the statements of the Radio Corporation, to which we have referred, there is every indication of the fact that it is conscious of that position. The question that should interest advertisers and those engaged in the advertising business is: What will be the attitude of this corporation toward the use of broadcasting as an advertising medium?

When broadcasting became an established fact it was immediately seized upon as an advertising medium, as is every new means of communication these days. *PRINTERS' INK* has deplored this tendency. It is not a good thing for advertising, in the opinion of *PRINTERS' INK*, to have every possible method of communication turned into a carrier of advertising matter. Such a tendency cannot do otherwise than breed public resentment against all forms of advertising.

Too many promoters—far too many—think that the way to cover expenses on some new and

untried venture is to sell advertising. Scarcely a day goes by without a report of some visionary scheme of creating a new advertising medium. The latest we have heard is one that is supposed to cut down the expense of running office buildings by the use of every doorknob as an advertising medium. The humble public is supposed to stop and read each doorknob before letting itself into an office.

The use of broadcasting as an advertising medium for every Tom, Dick and Harry has not proved itself practical, in the opinion of *PRINTERS' INK*. This opinion has been repeatedly given in these columns, along with the advice that the manufacturers of radio sets had better get busy and give broadcasting service if they desire to maintain a decent market for their sets.

This fact the Radio Corporation seemed to recognize in the statements we are referring to when it made the following remarks:

The market for receiving sets in the future will be determined largely by the quantity and quality of the programs broadcast.

We say quantity because they must be diversified enough so that some of them will appeal to all possible listeners.

We say quality because each program must be the best of its kind. If that ideal were to be reached, no home in the United States could afford to be without a radio receiving set.

There is real merchandising sense in this statement. The question, however, is: Will it be lived up to? And the next question is: Can it be lived up to if advertising matter is supposed to carry it out? Can the programs of the National Broadcasting Company be topnotchers on the score of quality and diversification if advertising matter is the basis of such programs?

The answer to that question lies in how far the Radio Cor-

# Feminine Frills

—editorially features merchandise for THE BILLBOARD'S readers and advertisers. Its live, newsy items appeal alike to Broadway Stars and show folks infrequently reaching New York.

Latest fashions, novelties and up-to-date forms of necessities are described. The price is mentioned and FEMININE FRILLS accepts money orders, acts as purchasing agent and carefully forwards its readers' selections. For information, write the only amusement weekly with A. B. C. rating.

## The Billboard

1560 Broadway, New York City  
Chicago Cincinnati

poration plans to go in using the National Broadcasting Company as an advertising medium. The answer was not indicated in the Corporation's printed statements. The question was put up to the Radio Corporation, which replied: "We'll sell it up to its ears." This apparently means that the National Broadcasting Company expects to thrive on the revenue it gets from "selling time on the air."

To do that job, however, the Radio Corporation will have to learn how to do two things: (1) Dispel public resentment against an invasion of the home with uninvited advertising matter, and (2) Make radio of practical value for the advertiser, so that he can count returns.

The Radio Corporation has a big opportunity before it. It can give its industry a new lease of life. It can, as it publicly says, strive for programs that will be so welcome that "no home in the United States could afford to be without a radio receiving set." But it cannot accomplish that objective by looking for financial support from advertisers. It has, in fact, no right to expect advertisers to support a so-called advertising medium that up to now has not proved itself to be a medium save for radio set manufacturers and a limited number of businesses peculiarly allied or related to the radio receiving set business.

### New Campaign for Tacoma to Start

Beginning with the November issues of national periodicals, an advertising campaign will be started by the Tacoma, Wash., Chamber of Commerce. Twenty-five thousand dollars will be spent this year by the chamber to broadcast the advantages, opportunities, resources and attractions of the "City of Destiny." H. A. Lehnhardt is chairman of the committee which will direct this campaign.

### Dairy and Poultry Papers to Merge

The *Southern Poultry Journal*, Montgomery, Ala., has been purchased by *The Dixie Dairy and Poultry Journal*, Nashville, Tenn. The two periodicals will be merged with the October issue under the name of the latter publication.

Want  
to reach  
Chain  
Stores?

CHAIN STORE  
AGE

98 Worth Street New York City



What does the treasurer's statement show? In common with other successful businesses in Central New England, this is the test by which we judge advertising results. Our complete and modern agency facilities permit us to serve our clients in a way that passes muster not only with the sales department but with those in charge of finance as well.

## THE MANTERNACH COMPANY *Advertising*

The Manternach Building · 55 Allyn Street  
HARTFORD, CONNECTICUT

## Myself and Capital to Invest

Fourteen years ago I graduated from Yale and joined the company with which I am still connected as manager of its Eastern Division.

I want to invest myself—and, when results become mutually satisfactory, capital in a business where my field will be broader and my earning potential greater.

My experience is extensive, my ideas progressive . . . and my record includes successful merchandising, advertising, and manufacturing.

The business must be a staple one . . . with a record of healthy earnings. Primarily it must need the man . . . not the money. I shall furnish the highest personal references and expect the same in return.

Address "Y"  
Doremus & Company  
44 Broad Street New York City

# Available: A Real Sales and Advertising Executive

We know a first-class Sales and Advertising Executive who will be available September 30th.

He is a straight thinker and can make sound advertising judgments. He knows how to relate advertising to sales.

He can handle a sales force selling to wholesalers and has organized crews for retailer specialty work on a different and unusual basis.

His salary is reasonable but he rightfully would expect a bonus arrangement based on results.

If you want to meet this man, address "Y," Box 263, care of P. I.



...the art of reproducing designs, words and numbers on metal - printed, lithographed, etched, embossed, engraved, stamped, cast, or enameled in a variety of colors and finishes.

Metal Print Craft has been developed by Grammes in the effort of elevating the standards of quality in Name and Number Plates, Display Stands, Advertising Signs and Specialties, etc.

"The Story of Metal Print Craft" is interestingly told between the covers of an attractive booklet. Tell us where to send your copy.

*L.F. Grammes & Sons*

370 Union St. ALLENTOWN, PA.  
New York City Philadelphia  
25 West 46th St. City Center Bldg.



## Electrotypers Association Re-elects Officers

The officers of the International Association of Electrotypers were re-elected at the twenty-ninth annual convention of the association recently held at Montreal. The officers are: President, William J. Onink, Jr.; first vice-president, R. H. Schwarz; second vice-president, C. J. Hirt; secretary-treasurer, George W. Beever, and statistician, F. W. Gage.

The cost and research activities of the association during the coming year were provided for by a voluntarily contributed fund of \$20,000. Dr. Blum, head of the Bureau of Standards at Washington, D. C., and J. H. Winkler, the association's chemist, read reports of their work.

The meeting was attended by approximately 250 electrotypers. The next annual convention will be held at New York.

## Portland, Oreg., "Record-Abstract" Changes Name

The name of the Portland, Oreg., *Daily Record-Abstract* has been changed to the *Daily Journal of Commerce*. The contents of this paper, which formerly was a record of building construction, financial news, etc., have been enlarged to those of a general business newspaper. Harold P. Drake is advertising manager.

## Appointed by Salt Lake City Organization

A. S. Brown, assistant sales manager of the Utah Oil Refining Company, has been appointed chairman of the advertising and publicity department of the Salt Lake City, Utah, Chamber of Commerce-Commercial Club.

## M. M. Greig Heads National Service Bureau of New York

Melville M. Greig, secretary-treasurer of the National Service Bureau of New York, Inc., bank advertising, has been elected president. He succeeds his father, the late Robert Greig.

## J. G. Orr with Highway Light-house Company

James G. Orr, for the last twenty-two years with the New York Telephone Company, has joined the Highway Light-house Company, New York, as manager of the Eastern division.

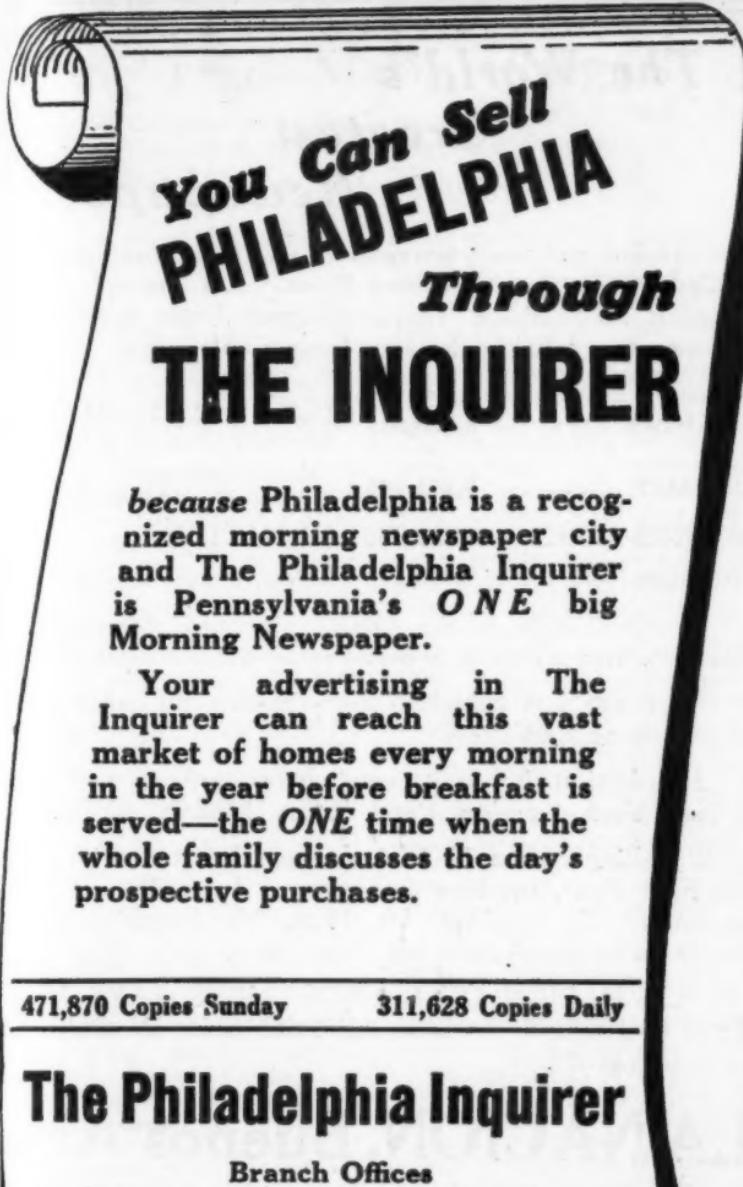
## Leaves Lumber Trade Bureau

Henry Schott, manager of the West Coast Lumber Trade Extension Bureau, Seattle, has resigned. He has been assisting lumber manufacturers in the organization of a national trade promotion and advertising campaign.

Sept. 16, 1926

PRINTERS' INK

171



**You Can Sell  
PHILADELPHIA  
Through  
THE INQUIRER**

because Philadelphia is a recognized morning newspaper city and The Philadelphia Inquirer is Pennsylvania's *ONE* big Morning Newspaper.

Your advertising in The Inquirer can reach this vast market of homes every morning in the year before breakfast is served—the *ONE* time when the whole family discusses the day's prospective purchases.

---

471,870 Copies Sunday      311,628 Copies Daily

## The Philadelphia Inquirer

Branch Offices

NEW YORK      CHICAGO      SAN FRANCISCO  
285 Madison Ave. 2002 Harris Trust Bldg. 710 Hearst Bldg.

## The World's Greatest Newspapers

The leading morning newspapers in every community are affiliated with the Associated Press. For example, in the Western Hemisphere, the Associated Press members in the morning field, in the four largest cities, are:

	Population	
NEW YORK CITY . . .	5,620,048	{ Times, World, Herald Tribune, American, Journal of Commerce
CHICAGO . . . . .	2,701,705	{ Chicago Tribune, Chicago Herald-Examiner
BUENOS AIRES . . .	1,922,735	LA NACION
PHILADELPHIA . . . .	1,823,779	Ledger, Inquirer, Record, Sun

LA NACION is the ONLY morning newspaper in Buenos Aires which is a member of the Associated Press.

Each day LA NACION receives the full cable service of the Associated Press.

In addition, it has its own correspondents and offices in New York, London, Paris, Rome, Madrid, Berlin.

Speaking of the 1200 Associated Press newspapers at the First Pan American Congress of Journalists at Washington, D. C., on April 10, 1926, Mr. Frank B. Noyes, President of the Associated Press, said:

"LA NACION OF BUENOS AIRES PAYS MUCH THE LARGEST SINGLE ASSESSMENT IN OUR ORGANIZATION."

## LA NACION, Buenos Aires

has the largest circulation of any newspaper in South America and is the ONLY newspaper in South America with a CERTIFIED and AUDITED circulation along the A.B.C. lines. It has for many years carried more display advertising, local and foreign, and at a higher rate, than any other Argentine newspaper.

# Don't Be Too Cocky When Warning Trade-Mark Infringers

The Armand Company Shows That Human Copy Is Possible Even When Trade-Mark Infringement Is Being Discussed

By Ralph Crothers

THE problem of protecting trade-marks and warning infringers is one which requires the services of a lawyer. But the question of how to announce the fact of trade-mark infringement to the public and the trade is one which is more and more receiving the attention of the selling and advertising mind.

Entirely too often, the letter to an infringer or the announcement to the trade that infringers would be prosecuted, has been in the nature of a coldly-worded legal warning. If one druggist peddled a substitute for a well-known, advertised product, the whole drug trade was likely to be warned in legal phraseology that such tactics would not be tolerated, and that infringers would be prosecuted and "with prayer for injunction and large damages."

This sort of advertising built a great deal of ill-will for companies to whom good-will was a great asset. Consistent and continuous advertising and making a good product over a long period of years, had built up a friendly feeling in the minds of thousands of retailers for these companies and for what they made. Then, a few words written by a lawyer and made the basis for business-paper copy often dissipated a great amount of that good-will in a few moments' time. The retailer received the impression that these companies were over-jealous of their rights and ready to rush to law at a moment's provocation.

This method of handling infringements seems to be passing out of the picture. For example, the Ford Motor Company, in a letter to a concern using the company's trade-mark, used polite phraseology. This letter said: "Will you please advise us at your earliest convenience your inten-

tions regarding the further use of the script word 'Ford' by you? Thanking you in advance for your attention to this matter, we are." This is far different from the old-fashioned type of big-stick advertising. It is more common, today, for the manufacturer to assume that the infringer, if he be a retailer, has made an error of judgment instead of a deliberate attempt to be crooked. The general effect of this type of copy is far better than the advertisement which merely sounds pugnacious without giving the reader the benefit of any doubt whatever.

An excellent example of the more modern sort of advertising which talks about infringements is that of The Armand Company. Instead of spreading fear all over the premises, and giving notice that the company is full of fight, Armand follows along with its infringement advertising, in the course laid out by its excellent consumer copy. All its advertising has been direct to the point and sincere. Its recent copy telling the trade about an infringement case follows the same line. It shows that the company is firm in the protection of its rights and yet is animated by a friendly, human spirit as well.

The headline of this recent advertisement gives the information that trade-mark infringers of the Armand trade-mark have been estopped. Then, Carl Weeks, president of the company, who signs this copy, says: "Customer good-will and our trade-marks are Armand's main and principal assets. Fire or earthquake might destroy the factory tomorrow, but with good-will and trade-marks intact, we could start up the next day."

Having thus shown how important good-will and trade-marks are

# To Account Executives

*who are seeking  
a STRONGER  
connection*

Many an account executive is hampered by some weakness of his agency. It may be in finances, copy, layout or mechanical production. Or it may be in the personality of his associates.

Why mark time in an unsatisfactory connection? An unusual opportunity to advance awaits ONE man with a congenial and progressive Chicago agency handling a number of well-known accounts. Financially it is one of the strongest in the city, and its copy, art and mechanical departments are manned by experienced men who get things done properly and on time.

The heads of the business, salesmen themselves, have a valuable entree and will gladly share their leads with you. You will enjoy working with us and we with you, provided you are equally as congenial, ambitious and energetic. Write in confidence or communicate with us through a third party. Our own people know of this advertisement.

*Address "G," Box 120, care of Printers' Ink, 230 South Clark St., Chicago, Ill.*

to his company, Mr. Weeks gives the news that on July 5, 1926, the Examiner of Trade Mark Interferences of the United States Patent Office decided that the "Tre-Jur" girl and the "Dorothy Gray" girl were both so similar to the "Armand girl" as to cause confusion in the buyer's mind. Then he continues with his friendly copy as follows:

The world is wide. There is room for all to trade and Armand wishes well to all who trade fairly. While maintaining our rights, I have no wish to work an undue hardship on anyone.

Therefore: Armand has granted Tre-Jur permission during a period of six months beginning July 1, 1926, ending December 31, 1926, to use up on hand merchandise bearing the infringing figure.

Certainly, this sort of copy written by the president of the company in a friendly, human spirit is far better for the preservation of good-will than threatening, fearful copy composed by a lawyer. Legal phraseology is very likely to confuse the reader and make him believe that the company is entirely too full of fight. The piece of copy which tells that a company has protected its rights but is sufficiently generous to say there is room for all to trade, and to allow the infringer a convenient period in which to dispose of his merchandise, seems a far more friendly house, one with which the retailer would like to continue to do business.

### Joins Simpson Agency

Dr. W. E. Krauss, of the College of Agriculture, Cornell University, has joined the staff of the Simpson Advertising Company, St. Louis.

In his new work with the Simpson agency, Dr. Krauss will devote his attention to research work.

### Tooth-Brush Account for Toledo Agency

Dr. Thompson Steral Tooth Brush Company, Toledo, Ohio, has placed its advertising account with the Campbell Advertising Service, of that city. Trade papers are being used.

William M. Price, formerly with the Britt-Schiele Advertising Company, St. Louis, has been made production manager of Auspitz-Lee-Harvey, Chicago advertising agency.

# Growing Popularity is only half the story!

**August 1925—99,300 circulation**  
**August 1926—123,821 circulation**

*April to August average 1925:*  
 102,096

*April to August average 1926:*  
 120,490

**A**N increase of 25% in average daily net paid circulation in a year's time is beyond a shadow of doubt, an indication of increasing popularity. But that's only half the story!

Even more significant is the increase of 111,638 agate lines of local advertising for June, July and August, 1926, over the same period a year ago. For the local advertiser is a canny fellow with his nose to the grindstone and his eye on just one thing,—  
**RESULTS!**

(During the same period both the daily and Sunday American showed substantial gains in both circulation and advertising lineage.)

THE BALTIMORE NEWS now covers considerably more than half the homes of Baltimore. You can buy this coverage with the Baltimore News alone without having to take a Morning paper of largely duplicated circulation.

*The Baltimore News in the evening  
 covers more than half the city!*

## THE BALTIMORE NEWS

**Baltimore, Md.**

*National Representatives: W. G. Hobson, New York,  
 F. E. Crawford, Chicago; both under direction of James  
 Dayton of the New York Journal*

## Copy Chief+

—plus Art Director

Ask the "4 A's" about this man. A broad, rounded, skilled, producing executive. Open record, including many national successes, in diversified lines.

Fanciful phrases for feminine field. "Reason - why" for male minds. Plan conceived, theme created, roughs made, art and typography chosen. Contact with large advertisers customary. Clean living Gentile. Man-sized salary. New York City only.

Address "A," Box 265  
Printers' Ink

*A type seldom at  
liberty—available soon*

## Salesmanager for PICKLES

A large pickle manufacturing plant, located in the South, needs the services of a capable, experienced, aggressive sales manager. Must have experience in managing salesmen, preferably in pure food field. Business is well established, growing fast and has unlimited financial backing. In making application, give experience, education, salary expected. All applications will be treated in strict confidence.

JOHNSON-DALLIS COMPANY  
Atlanta, Ga.

## Are There Too Many Advertised Brands?

(Continued from page 8)

but I do not think that such a thing exists for most products. But let us suppose that it does, and that right now it is impossible to increase the total volume sold of a certain widely advertised list of competitive products.

Then let us suppose that a new product enters that field. If it is not as good as the existing products, it will not be consistently advertised, for the reason that advertising will not sell it in profitable volume and the advertiser cannot afford to advertise unprofitably. Consequently, it is obvious that the question of the number of brands will be answered by the operation of economic law. Advertising will not sell an unsalable product. Therefore, it is conclusive that so long as our manufacturers improve their products and bring out better and more economical products, there cannot be too many advertised brands.

## Harold Cabot Joins Boston Agency

Harold Cabot, formerly of the Butrick Publishing Company and, more recently, production manager of the advertising department of The Edison Electric Illuminating Company, Boston, has joined the Smith Endicott Company, Boston advertising agency.

## Radio Account for Evans, Kip & Hackett

Ferranti, Inc., New York, manufacturer of radio transformers, has appointed Evans, Kip & Hackett, Inc., advertising agency, also of New York, to direct its advertising account. General publications and radio trade papers will be used.

## Wurdack Electric Account for John Ring, Jr., Agency

The Wm. Wurdack Electric Mfg. Company, St. Louis, has appointed the John Ring, Jr., Advertising Company, also of St. Louis, to direct its advertising account. Architectural and electrical magazines and direct mail will be used.

The Nome Manufacturing Company, New York, gum vending machines, has placed its advertising account with the Evander Company, advertising, also of New York.

# INDIANA FARMERS *Have Money to Spend!*

## In Indiana

There's a good road around every square mile in Indiana. Indiana leads the United States in surfaced and improved roads. Over 42,292 miles of surfaced roads or 5,000 more than her nearest competitor.



IT IS estimated that the farmers in the state of Indiana will have a buying power in 1926 of over one-half billion dollars.

The consistent yearly success of farm crops in Indiana has established the Hoosier farmer on a sound financial basis.

Widely diversified crops in Indiana provide the Indiana farmer with cash to buy anything he may choose and to finance his other undertakings in a sound and logical way.

Indiana farmers have money in the bank. The Indiana farmer has money which he intends to invest for the comfort of his family, the education of his children and the improvement of his business. Get your message before him now.

The Indiana Farmer's Guide is the influence which governs the buying tendencies of Indiana farmers because it goes into almost every progressive farm home in the state. The Indiana farmer believes in things that modern farming requires and he believes in The Indiana Farmer's Guide as the place to find a source of supply for every need.

Circulation Over 145,000 Weekly

# *The* INDIANA FARMER'S GUIDE

B. Kirk Rankin  
Publisher

HUNTINGTON, Indiana

Wm. G. Campbell  
Gen. Mgr.

Represented by  
Kansas City Chicago JAMES M. RIDDLE CO., New York San Francisco

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Renoll

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 183 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6-500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, GOV'T COMPTON, Manager.

Atlanta Office: 704 Walton Building, GAO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. McKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Canadian Office: 92 Adelaide St., W., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 63 cents a line. Minimum order \$3.25.

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ROBERT W. PALMER, Managing Editor  
ROY DICKINSON, Associate Editor  
ALBERT E. HAASE, Associate Editor  
BERNARD A. GRIMES, News Editor

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A. H. Deute, Special Contributor  
John Allen Murphy, Special Contributor

Chicago: G. A. Nichols  
D. M. Hubbard  
Russell H. Barker

Washington: James True  
London: Thomas Russell

NEW YORK, SEPTEMBER 16, 1926

**U. S. Steel a National Advertiser?** The news that the United States Steel Corporation has acquired from British interests the American rights to a steel pipe with a moisture-proof lining, is of great interest to the advertising business. The finance committee of the Steel Corporation has already appropriated funds for the erection of a small plant in which the new product will be made. The company plans to manufacture pipe at the start for water and gas mains, an important field which has hitherto been closed to steel pipe. It is also stated that the new pipe will be able to compete in all fields where iron pipe is now used exclusively.

This new step appears to offer an ideal opportunity for the Steel Corporation to develop a real advertising campaign. Whether or not it decides to market the new product by licensing other manufacturers, as the American Stainless Steel Corporation is now doing, or to market it more directly, as the American Rolling Mills Company has successfully marketed Armc, the fact that all sorts of uses are possible for this new product makes it a logical advertising possibility.

Undoubtedly some sort of advertising will be used to sell the new product to great industrial users. The general public also will be interested in hearing about a steel pipe with a vitrified lining which its British makers claim is constructed to last for a century or more. The United States Steel Corporation, long the leader in the industry, has apparently developed the sort of specialty which will enable the company to adopt the consistent advertising policy which has been so often discussed by its officials.

**Commercial Rules or Enacted Law?**

Some big baking firms have been sending their bread to Holton, Kans. They undersold the local bakers and their product was popular. To protect the home industries, the town levied a special tax on outside bread. The matter is now in the courts, the city bakers fighting for the privilege of conducting their business under commercial rules.

This Kansas case is only one of many instances where arbitrary laws and rules are being applied or invoked to give weak business units an uneconomic advantage over their stronger competitors. Efforts are being made in certain States, as we have previously related in PRINTERS' INK, to place prohibitive taxes upon chain stores. Numerous cities, acting at the behest of local retailers, have tried to impose upon hosiery canvassers license fees so large that they could not function profitably. In a certain Western city a

large wholesale produce house persuaded the city to enact an ordinance forbidding vegetable wagons from a neighboring State to enter the town. The outsiders were underselling the wholesale house. This ordinance is also being tested in the courts.

Everybody knows about the efforts made by the grocers to drive the packing houses out of the general food products business. Every now and then there comes up some spectacular case such as this to attract public attention. But these smaller cases, such as the baker and the produce men, being local in their character, are seldom heard of. The fact is, though, that these less pretentious efforts to place enacted law over the law of economics prevail quite generally over the country.

The whole thing is a most interesting development. Its prevalence now is ample evidence of the fact, so often brought out in these columns, that competition is fast working down to its proper level. Arbitrary interference by a legislative body, whether it be a village board, a city council, a State legislature, or the Congress of the United States, is not going to get very far in helping the weakling stand out against his stronger rival. The only sound policy is to let each individual case go to a decision under commercial rules. This is the cold-blooded economics of the thing, to say nothing of the matter of simple justice to the consumer. The producer or the retailer who needs to be bolstered up by enacted law is passing out of the picture. He does not belong there anyway.

**Another By-Product of National Advertising** Free-lance inventors unconsciously submit their plans and ideas first to national advertisers. They do this because of the confidence that has been won by such companies by national advertising. Comment was recently made in *PRINTERS' INK* on this hitherto undiscussed advantage of advertising. This particular discussion brought in-

formation from the owner of a number of nationally advertised products. "There is another part of this story that you haven't told," he said. "The national advertiser hears not only from the inventor but from other businesses. Scarcely a day passes that I do not receive some sort of proposition to buy into or buy out a business either by mail, or by personal call. And the only reason why such propositions are submitted to my companies, so far as I can see, is that they are confidently accepted as the leading and progressive businesses in their industries because they are well advertised.

"My companies are not peculiar in the least in this respect. If you keep your eyes open you can see it happening in many quarters. Within the last three or four weeks I have noticed two instances where national advertisers have acted on propositions that I'll gamble were submitted to them because they were national advertisers. I am referring to the Wamsutta Mills and to the Winchester Repeating Arms Company.

"The Wamsutta company, as you probably know, is an outstanding example as an advertiser in the textile industry. An agreement which the Industrial Fiber Company has made with Wamsutta will in all probability make the latter a highly important factor in the rayon industry. Under that agreement, the Wamsutta company, which had been a consumer of rayon, becomes a producer of it not only for its own needs but for the needs of the trade. Wamsutta gets a chance to make more money and a chance to diversify its line. All because it is progressive and attracts attention.

"The deal of the Winchester company is equally interesting, although somewhat different. That company has signed an agreement to turn out loaded shells and ammunition for the United States Cartridge Company. The cartridge company, it is said, will probably close up its plant and center all its energy on the one job of selling the product

that Winchester will make for it.

"I, myself, have often profited through a study and through action on the propositions that are submitted to my companies by other businesses. Perhaps the greatest return has been in information I have gained."

After making this highly informative statement this advertiser with much emphasis, said, "But I want to add: you were absolutely right in your comment on inventions when you said that this advantage of advertising in bringing in new ideas isn't an advantage unless it's properly understood by the national advertiser. The same thing goes for the advantage of national advertising in bringing in business propositions."

***Gay,  
Gladsome  
and Perhaps  
Productive***

Some unkind soul has said that the American business man is always either in conference or attending a convention. Conventions have become as much a national habit as motor tours, or golf. Like motor touring or golf, they are sometimes helpful and sometimes harmful.

There are two types of conventions: the convention which is a gathering place of men who have something to sell and are trying to sell it, and the convention which is the meeting of minds which have something to give and expect something in return. Sadly enough, the first type seems almost as prevalent as the second.

A convention is only as good as its program and a program is only as good as the ideas of the speakers. The program which is made up of hazy and indefinite talks by hazy and indefinite speakers means a waste of time and a waste of money. The organization which makes such programs a habit is an organization which is doomed to failure.

Conventions can and should be productive. The convention goer,

Convention time, which makes so gay and glad some the life of the hotel owner and the secretary of the chamber of commerce, is suddenly upon us.

unless he is one of the small army of salesmen which makes conventions its stamping ground, has a right to expect to give and receive ideas. One of the most interesting developments of modern business has been the willingness of business to tell other men about the ideas that have been a big factor in their own success. When they tell those ideas freely and without reserve on the convention floor they achieve a productive convention program.

There is only one recipe for a successful convention: Make it helpful. Otherwise the select gathering of fine minds profits no one except the railroad, the hotel owner and a few local business men who are able to win the temporary attention of the conventioneers.

**Topics Publishing Company  
Appoints R. A. Johnstone**

Roger A. Johnstone has been appointed Pacific Coast representative of the Topics Publishing Company, New York, publisher of *Drug Topics*, *Wholesale Druggist*, *Display Topics* and *Drug Trade News*.

**W. D. Leet Returns to "Distribution and Warehousing"**

Willis D. Leet has returned to *Distribution and Warehousing* as Western manager at Chicago, a position he held some years ago. Until recently, he was Chicago manager of Distribution Service, Inc.

**Appoints New Jersey Newspapers, Inc.**

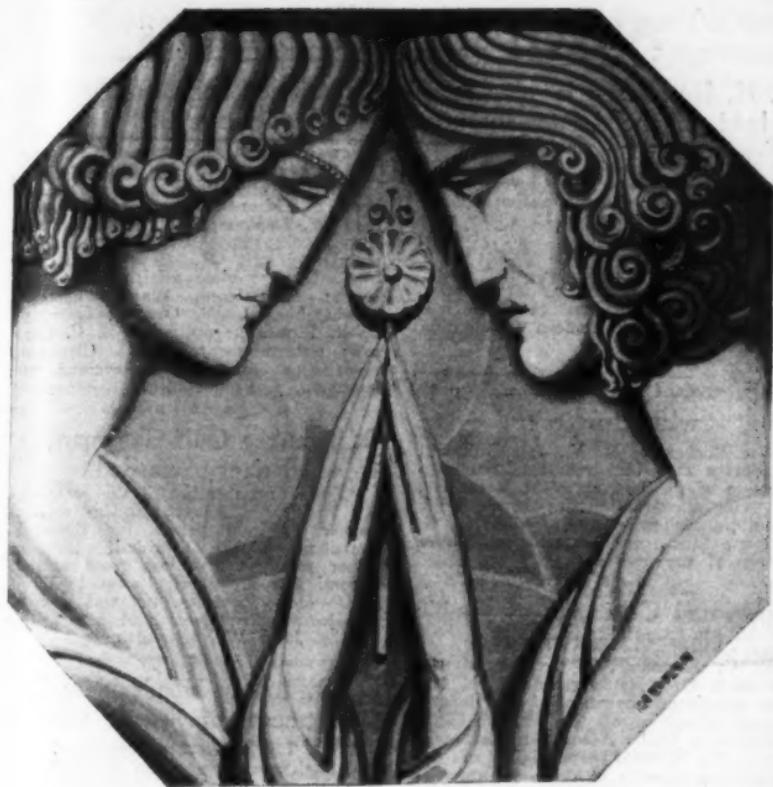
The Bridgeton, N. J., *News* has appointed the New Jersey Newspapers, Inc., publishers' representative, as its national advertising representative. The appointment will be effective September 27.

**Candy Account for United Advertising Agency**

The Brandle & Smith Company, Philadelphia, manufacturer of satin finish hard candies, has placed its advertising account with the United Advertising Agency, Inc., New York.

**C. B. Peterson Joins S. C. Beckwith**

C. B. Peterson, for a number of years with the Stack Advertising Agency, Chicago, has joined the Chicago staff of The S. C. Beckwith Special Agency, publishers' representative.



### Winner of the GRAND PRIX

We are prepared to plan drawings for campaigns, or single drawings, based on the unique and modern designs of the famous French artist Rigal, winner of the Grand Prix 1926 at the Exhibition of Decorative Arts in Paris.

Exclusive use of his drawings for specific accounts will be possible if immediately applied for.



# Advertising Club News

## C. H. Henderson Heads Cleveland Financial Advertisers

C. H. Henderson, publicity manager of the Union Trust Company, was elected president of the Cleveland Financial Advertisers Association at its annual meeting last week. The new vice-president is Julian Tyler. George McGurty is secretary, and Alton Baker is treasurer.

Earle Martin, publisher of the *Cleveland Times*, who was the principal speaker, discussed modern circulation methods.

\* \* \*

## Rochester Club to Co-operate with University

The Rochester, N. Y., Ad Club will co-operate this fall with the extension division of the University of Rochester, in giving a course in advertising. Ralph Barstow, vice-president of Charles G. Lyman, Inc., Rochester, will have charge of the course.

\* \* \*

## Appointed Chairman of Pacific Coast Departments

E. C. Sammons, a member of the Portland, Oreg., Advertising Club, has been appointed chairman of the departmental activities of the Pacific Coast Advertising Clubs Association, and will direct the general supervision of the eleven departments of the association.

\* \* \*

## Davenport Club to Conduct Church Campaign Again

A church advertising campaign will be conducted again this year by the Davenport, Iowa, Advertisers' Club, similar to the one conducted last year. A budget of \$5,000 has been made available to finance the 1926-27 program.

\* \* \*

## Washington Clubs Hold Joint Dinner

Members of the advertising clubs of Seattle and Tacoma attended a dinner at Puyallup, Wash., given jointly by the Seattle club and the Puyallup Chamber of Commerce.

\* \* \*

## Heads San Francisco Bureau Committee

Arthur E. Rowe has been appointed chairman of the new executive committee of the Better Business Bureau of the San Francisco Advertising Club.

\* \* \*

## Danville Club Starts Season

Fall and winter meetings of the Danville, Ill., Advertising Club were started last week with George K. Logan, newly elected president, presiding.

## Committee Chairmen Appointed for Minneapolis Club

New committee chairmen for the year 1926-27, appointed by Stephen Q. Shannon, president of the Advertising Club of Minneapolis, are: Program, John W. Lapham; On-to-Denver, R. C. McClintock; sports, Gene Ford; church advertising, H. H. Bell; attendance, J. C. Duffey; civic affairs, Elmer W. Leach; educational, Ward Olmstead; membership, R. W. Ohman; fraternal, D. R. Finnegan; publicity, E. C. Glasgow; entertainment, M. D. Clements; advertising clinic, Guy Cleveland and extension, J. Fred Smith.

\* \* \*

## Milwaukee Golf Tournament Prizes Awarded

At the first meeting of the season of the Milwaukee Advertising Club on September 9, final prizes for the golf tournament were awarded. Delmore Faber was the first low gross winner. Second low gross prize went to Irwin J. Oswald. First low net was won by G. Harmon Simmons, and second low net by John W. Ashenden.

\* \* \*

## D. O. Lively Heads New Departments of Seattle Club

D. O. Lively has been appointed general chairman of a group of newly organized departments of the Advertising Club of Seattle, Wash. These departments, each of which is headed by a chairman, are as follows: Financial, direct mail, graphic arts, retail trade, newspaper and periodical, church advertising, display and foreign trade.

\* \* \*

## St. Louis Bureau Reports on Activities

During the first seven months of 1926, 2,815 inquiries were handled by the financial division of the Better Business Bureau of St. Louis, according to a report on its activities. This is an increase of over 50 per cent over last year, when 1,914 persons took advantage of the Bureau's services.

\* \* \*

## Blanchard Course to Start

The twenty-second annual term of the Blanchard Advertising Course conducted by the Twenty-third Street Y. M. C. A., New York, will be started on October 5. It will meet every Tuesday thereafter for thirty weeks. Basil H. Pillard is instructor.

\* \* \*

## Cleveland Bureau Appoints Assistant Manager

Cecil B. Whitcomb has been appointed assistant manager of the Cleveland Better Business Bureau. He formerly was with Otis & Company.

## Better Business Bureau Executives to Meet at Detroit

The annual meeting of the National Better Business Commission will be held from September 20 to 23, at the Book-Cadillac Hotel, Detroit. At this conference, representatives of bureaus from all over the country will be present and will participate in the following program:

September 20, morning—Explanation of program, Karl T. Finn; "Bureau Policies," H. J. Kenner, New York, followed by comments by Kenneth Barnard, Detroit; Robert M. Mount, Portland, Oreg., and H. G. Mitchell, St. Petersburg, Fla.; "Standardization of Bureau Work," Edward L. Greene, National Bureau; "Suggestions for Greater Unity," Flint Grinnell, Chicago, and "A National Emblem," Edward L. Greene.

Noon—Discussion on men's clothing advertising.

Afternoon—"Comparative Prices," George Langland, Dayton, George Kahin, Seattle, and Edward W. Gallagher, Boston; "Testing of Fabrics," Harry Riehl, St. Louis; "Our Mothers' War," Ferris Miller, Los Angeles, and "Identification Plan," Frank Black, Birmingham, Ala.

September 21, morning—F. J. Nichols, National Cash Register Co.; "Accuracy as a Keynote," H. J. Kenner, New York, and "Preparing Case Under PRINTERS' INK's Model Statute," Kenneth Barnard, Detroit.

Noon—Discussion on musical instrument advertising.

Afternoon—"Libel Laws and Bureau Work," W. P. Green, National Bureau, and "Liability Bureau Boards of Directors," Kenneth Backman, Boston.

September 22, morning—"National and Joint Financing," Edward L. Greene; "Expansion in Rural Districts," George Husser, Kansas City, and Berlin Boyd, Utica, N. Y.; "My Experience in Financing," F. M. Willson, Rochester, and the presentation of a financial survey prepared by Kenneth Backman.

Noon—Bureau representatives will meet together with members of the Financial Advertisers Association at a joint luncheon.

Afternoon—"Telling the Public," Harry Riehl, St. Louis; "National Publicity and How It Aids You," Holland Hudson, National Bureau; "Our Cleveland Publicity," Dale Brown, Cleveland; "What We Have Done in Detroit," Kenneth Barnard, Detroit; "Save Baltimore Features," H. W. Test, Baltimore; "Can We Improve Bulletins?" Hugh Smith, Philadelphia, and "Medical Work," Elmer Hertel.

September 23—In the morning there will be a report from the Indianapolis committee, followed by a discussion of organization problems. Furniture advertising will be the subject of the luncheon meeting, and the convention will close with the report of the Board of Governors and several other committee reports.

## B. G. Hughes Wins Presbrey Cup at New York Tournament

Byron G. Hughes, of the Thomsen-Ellis Company, won the Presbrey Cup at the final tournament of the Advertising Club Golf Association, New York, which was held at the Quaker Ridge Golf Club, Mamaroneck, N. Y., on September 9. The winner of the Trier Trophy was Walter R. Jenkins.

I. L. Thorne was the winner of the low gross prize in both the morning and afternoon rounds. Henry Walker and James M. Doherty, Jr., tied for the low net in the afternoon.

Ralph Trier, of the New York Theatre Program Corporation, was elected president of the association. George A. Nelson and Gilbert C. Tompkins were re-elected secretary-treasurer and vice-president.

## "India Rubber World" Under New Management

The India Rubber Publishing Company, New York, publisher of the *India Rubber World*, has become a division of Edward Lyman Bill, Inc., also of New York, publisher of *Tires*, etc. Henry C. Pearson, founder of the *India Rubber World*, continues as its editor and is president of the subsidiary company.

## F. O. G. Schindler Joins Seattle Agency

F. O. G. Schindler, formerly with the Schindler-Smith Company, Seattle, has joined the J. F. Held Advertising Agency, also of that city. At one time he was advertising manager of the Scholl Manufacturing Company, Chicago.

## E. & A. Opler Appoint Arthur Raff

Arthur Raff has been appointed advertising director of E. & A. Opler, Inc., cocoa distributor, Chicago. He was formerly advertising manager of the Indian Packing Corporation, of that city.

## Appointed by Kimberly-Clark Company

John Sensenbrenner, has been appointed vice-president in charge of sales of the Kimberly-Clark Company, Neenah, Wis., paper manufacturer. He succeeds Raymond Kelly, resigned.

## N. C. Breault Appointed by New Bedford "Times"

Noel C. Breault has been appointed advertising manager of the New Bedford, Mass., *Times*. He formerly held a similar position with the New Haven, Conn., *Union*.

## The Little Schoolmaster's Classroom

SOMETIMES the manufacturer who uses a new thought in his copy does not have any definite method of telling how well it gets over. But William A. Hart, advertising director of the du Pont company, of Wilmington, tells the Schoolmaster that one particular line in the company's copy proved its potency in an unusual manner. This line was used in the Spray Duco advertisements. Aimed against substitution, this sentence took the place of more usual expressions:

"To imitate is to say 'I regret the fact.'"

Then the copy pointed out that imitation, though frequently condemned, is sometimes generous and deserves a better name. Imitation does not deny, but acknowledges. It does not argue against acceptance but accepts. The advertisement concluded "When a salesman says, 'This finish is of the Duco type,' he says in other words, 'This finish is not Duco, I regret the fact.'"

Mr. Hart tells the Schoolmaster that he not only received a great number of comments on the advertisement by mail, but also several requests for permission to reprint it. A complete reprint of the advertisement by permission was run by the Strong-Hewat Company in New York and two or three other manufacturers requested permission to run it in their dealer's house-magazine. Then, curiously enough, the advertisement was "adapted" by a clothing retailer in Toledo and run in the local newspaper without permission of du Pont. This "adapting" of a substitution advertisement, Mr. Hart points out, is probably one of the most incongruous things which has happened in connection with advertising copy.

The Schoolmaster recently recalled a conversation of another summer on board a yacht off the coast of New England. The

party was composed chiefly of large textile manufacturers, who were beginning to feel the pressure of manufacturing centers shifting to other sections.

"You fellows are foolish," said one mill operator. "We never can compete against the factories selling cheap goods. In the first place their mills are built at much lower construction cost. Many of them are on water power. If not, they have abundant coal mined near by, with low freight rates. They eliminate the freight on the raw cotton which we have to pay. It simply is a situation that we, as manufacturers, cannot buck. There's no sense in our trying to compete on cheap goods. We've got to go in for quality. A couple of years ago I put all my machinery on sheets and pillow-cases and started to advertise them as a brand, manufactured especially by us. It was almost an immediate success."

At the time, this man had the only mill which was operating full time and full capacity in his district. The incident occurred almost six years ago, and the mill operator who was quoted above has now gone completely out of the manufacture of cheap "orphan goods." He has left that for men of little vision. His mill now hums merrily in making goods with a name, an irreproachable parentage, and he sells them on their advertised quality. In other words he simply lifted himself out of the class of competition with advertising and made a great success in doing so. The others waited too long. The orphan brands of their mills are having even a harder time of it today than was the case when they were warned of the need of changing their selling methods.

"Not only have I often wondered why advertisers have not undertaken to make the male public 'handsome' conscious but I



## Glass—The Quality Package

MANY canners give their whole line a quality reputation by packing a few distinctive items in glass.

Many others use glass altogether because experience has taught them that glass packed goods help to sell themselves. Glass packed products win front place positions on dealers' shelves, catch the consumer's eye more quickly and tell their story of quality, cleanliness and deliciousness at a glance.

If you already use glass, or plan to adopt it this year remember there is a "Diamond I" bottle—backed by 53 years' experience—to fill your need.

**Illinois Glass Company**

*Established 1873*

ALTON

ILLINOIS

Diamond I Bottles

# Large Weekly Magazine

has opportunity  
for one who can  
qualify as man-  
ager of make-up  
and contract  
departments.

*Address*  
"C," Box 267,  
care of PRINTERS' INK

## Visualizer

One of the outstanding agencies in the South needs a visualizer at the head of its Art Department. The man who gets this job will find a comfortable and permanent berth with a live and growing organization that believes in the principle of rewarding merit.

But,—he must be a REAL visualizer, an experienced creator of layouts,—good artist himself. He will be required to illustrate advertising copy and make layouts and dummies for magazines, newspapers and direct mail, original and distinctive in character. In reply, give full particulars regarding past experience, age, salary requirements, etc. Samples of work showing versatility desired. Enclose photograph if possible.

"E," Box 269

have wondered why some advertisers have not seen the sales possibilities of imparting the secret that seems to be locked in the minds of their models," writes a member of the Class. "I am prompted to confide my thought to the Schoolmaster after reading his suggestion that the Armand Company may be overlooking a sales outlet of no small importance by neglecting to throw precedent aside and advertise its cleansing cream to men.

"The models shown in many advertisements never fail to have a healthy, outdoor color which painfully reminds me of the bloom of my youth and I am not so hemmish as not to wish I could have it back again instead of the sallowness that only the summer sun will cover. While men might not admit the fact to their friends, none of them is so immune to the admiration of the beautiful sex as to pass up any hint which will add to his attractiveness. I am glad to find that you are with me in this belief."

Well, now, are the Schoolmaster and this correspondent alone or are there other members of the Class who are of the opinion that preparations as an aid to restoring or maintaining man's good looks would have a practical sales appeal for the male public? Such advertising would not go unnoticed, the Schoolmaster feels sure, and he bases his assumption on the comments of certain of his friends who con-



## House Organs

We are producers of some of the oldest and most successful house-organs in the country. Edited and printed in lots of 250 to 25,000, at 5 to 15 cents per name per month. Write for a copy of THE WILLIAM FEATHER MAGAZINE.

We produce *Armies*  
The William Feather Company  
607 Caxton Building : Cleveland, Ohio



## HOW MUCH OF THE COST OF YOUR AD\* COMPOSITION IS FOR AUTHOR'S CORRECTIONS?



For 15 years we have aimed to analyze advertisement composition from the advertiser's standpoint and—to get over the finished effect in an attractively unique manner—*on the first proof.* — Real savings in your mechanical charges will come when you get a better initial analysis.



**GILBERT P. FARRAR** *Associated with*  
**NEW YORK MONOTYPE**  
**COMPOSITION COMPANY**  
 INC.

*Publication and Advertisement  
Composition and Layouts*

PRINTING CRAFTS BLDG., 461 EIGHTH AVE.  
NEW YORK

\*We dislike the word—Simply using "poets" license

# Salesmen Wanted

Manufacturer of nationally advertised upholstered furniture specialty needs several salesmen. Very desirable territory. Straight salary. For details write "H," Box 121, care of Printers' Ink.

## WANTED — A National Magazine Advertising Solicitor

The Publisher of a large well known magazine of national circulation is seeking a young advertising salesman, as assistant to the Western Manager. The position is in the Western Territory and the office is located in Chicago, Illinois. Salary will depend on the training and experience of the applicant who is requested to send full details, stating age, religion, education, etc. Address "B," Box 266. Printers' Ink, 185 Madison Ave., N. Y. C.

fess that their wives have forced them into trying out some advertisers' claims for restoring their hair.

The man quoted above expresses pleasure in forwarding an advertisement which he believes leads the way in such a movement. In display space this advertiser, the Fife Products Corporation, Richmond, Va., frankly appeals for male patronage for its Derma-Glo Face Dressing which, it states, has been put on the market to meet the needs of a skin beautifier "to keep a man's face in prime condition." In a footnote the male readers are cautioned to keep Derma-Glo hidden from their wives and sisters who may have already discovered its beautifying properties.

It will be interesting to watch the acceptance created for this product. Not long ago the Schoolmaster remembers reading statistics which quoted the amount of sales of beauty specialties made to men across the counter and the figure was a sizable one. Vanity is common to both sexes and now that advertising has succeeded in educating women to keep beautiful it is not unreasonable to assume that it will soon be directed to urging men to keep handsome.

\* \* \*

In the business office of the Columbus *Dispatch* is a large mirror so placed that it will be seen by every salesman as he starts out in the morning. Above this mirror is a sign which carries the following message:

Your appearance will have either a favorable or an unfavorable reaction

**CANADIAN ADVERTISING**  
**CALL IN**  
**SMITH, DENNE & MOORE**  
TORONTO—92 Adelaide Street West LIMITED

## Consolidation

# Easton (Pa) community becomes another one-paper region

The EASTON EXPRESS announces to its friends and space-buyers the purchase of the good-will and property of the Easton Free Press, effective August 28.

This is another consolidation that will simplify and economize.

The EXPRESS is now the only daily newspaper in the prosperous industrial and college community of Easton and Phillipsburg, with an immediate trading population exceeding 65,000. Easton is the county seat of the fourth industrial county of Pennsylvania and the trading center for Northampton and Bucks County, Pa., as well as for Warren and Hunterdon Counties, New Jersey. There is a surrounding trading community of some 110,000 additional population, including such towns as Nazareth and Bangor, Pa., Washington, Hackettstown, Belvidere and other communities of Western New Jersey.

As Hugh Moore, President of the Dixie Drinking Cup Corporation and President of the Easton Board of Trade, remarked prior to the consolidation of the two papers: "Few papers in America published in cities of the size of Easton have such a strong regional circulation."

The additional circulation gained through this consolidation of the Free Press enables us to guarantee 33,000 net paid—the largest circulation in the Lehigh Valley.

# EASTON EXPRESS

## Easton, Pa.

HOWLAND & HOWLAND, *Representatives*

New York

Philadelphia

Chicago

**The Real Distributor  
of Building Material**  
is the lumber dealer. He's a merchandiser—the man who offers building plan service, gets *first contact* with builders and controls the choice of materials.

**American Lumberman**  
CHICAGO  
Est. 1873 A. B. C.

## Relief—at last

A first-rate organization can take over the editing, advertising and printing of a periodical. An experienced staff and complete production facilities are available to busy executives, wishing to be relieved from bothersome details. We are specialists and save you time and money. Address P. O. Box 146, Times Square Station, New York City.

## "99% MAILING LISTS"

Stockholders—Investors—Individuals—Business firms for every need, guaranteed—reliable and individually compiled. There is no list we can't furnish anywhere. Catalogue and information on request.

NATIONAL LIST CO.  
847-A Broad St., Newark, N. J.

**Photostats!!!**  
of any subject—  
By Photographers  
*Fast Messenger Service*  
**PACH BROS.**

28 West 44th Street, New York, N. Y.



upon every prospect you meet today. Look yourself over.

The Schoolmaster feels that this idea might be used profitably in main and branch offices of other organizations.

\* \* \*

There is logic in the argument advanced by the Republican candidate for governor of Colorado. His opponents are attempting to discredit him by raising the issue that he is a professional politician, to which John F. Vivian, the candidate, replies with an acknowledgment

The Schoolmaster is interested in Mr. Vivian's battle because he is setting a good example for all politicians, professional or otherwise. He has taken the issue out into the open and in paid newspaper space he lays his cards before the public. Business men who have come up for office have unhesitatingly enlisted the support of paid advertising; but professional politicians, so-called, have had difficulty seeing the light.

In admitting that he is a professional, Mr. Vivian is careful to stipulate what that term means to him. His advertising records his political service. It is his belief that holding public office is a profession for which one ought to train as thoroughly as for any other.

If the country wants more business in politics, the Schoolmaster feels that Mr. Vivian is not off the track if he takes business methods to make the public see that politics is a business in itself.

**NICHOLAS J. AMEN**  
*Lettering and Design*  
Grand Central Terminal Bldg.  
Phone Murray Hill 5545

**"GIBBONS knows CANADA"**

TORONTO

J. J. Gibbons Limited, Advertising Agents

MONTRÉAL

WINNIPEG



*Sell and prove  
first—advise  
afterward*

*Marquis Regan*

• Our success in solving difficult sales problems is attested by many leading manufacturers, over a period of years. The only practical sales laboratory in America.

**MARQUIS REGAN Incorporated**  
SALES COUNSELORS • 270 MADISON AVE. N.Y.

Many a sales manager has found that we advanced his success from three to five years, in one or less. Fee basis. Not an advertising agency. Any situation may be discussed in confidence with Mr. Regan, by appointment.

# Classified Advertisements

Rate, 65c a line for each insertion. Minimum order, \$3.25  
First Forms Close Friday Noon; Final Closing Saturday

## BUSINESS OPPORTUNITIES

**Printers'-Bookbinders' Outfitters**  
Modern Cut-Cost Equipment  
Also Rebuilt Machinery  
Conner Fender Branch, A. T. F. Co.  
New York City

USE

*Litchfield*  
25 DEY, N. Y.

ALL Publicity Products

### ADVERTISING REPRESENTATIVE FOR NEW YORK

for Chicago publisher several journals.  
No objection to representing one or two  
other publishers. Box 323, Printers' Ink.

### Twelve Advertising Cuts

(one or two colors) for folders, blotters,  
etc., at cost of electros. Send for proofs.  
Artist, 713 Rural Ave., Williamsport, Pa.

### MR. PUBLISHER!

Do you contemplate making a change in  
your western representation. I am open  
to represent a publication worth while  
presenting to my many friends among  
advertisers and agencies. Box 330, P. I.

### HELP WANTED

**Direct Mail Man** for promotion work  
on leading quality magazine. Salary,  
\$50.00. State full experience and submit  
samples of work with application.  
Box 325, Printers' Ink.

### ARTIST

Exceptional letterer and designer. Must  
know visualization and layouts. The 4  
Arts Studio, 8 East 41st Street, New  
York City.

### WANTED

#### TRADE PAPER EDITOR

One who understands all branches of  
work. Reply, stating age, experience and  
salary expected. Box 316, Printers' Ink.

**Agency Copywriter**—sterling writer of  
advertising that brings ready response  
from women—proven by performance—  
will find unusual opportunity in growing  
New York Agency, ready immediately to  
add such a writer, if he's the right man  
in other ways. Include complete business  
history, references, samples of work and  
salary required, in confidence, in letter  
before interview. Address Box 335, P. I.

### ART PHOTOGRAPHER

An established studio, specializing in  
model photography for advertising, and  
fashion photography for manufacturers  
and retailers, is looking for an unusual  
man of proven ability. To the right  
man we will offer an excellent salary  
and contract. Write us first, giving  
full experience, etc. All letters will be  
answered. Position Detroit, Michigan.  
Box 329, Printers' Ink.

One of the Best Calendar Houses  
in the country want a Creative artist for  
calendar borders, fans, greetings. This  
is a good opening for a man of ability.  
Answer Box 326, Printers' Ink.

**Wanted**—Commercial artist, experienced  
in pen and ink work, consisting of illus-  
trative and lettering talent, creative work  
and photo retouching. State age, married,  
length of experience, salary expected and  
send samples. Box 1339, Charlotte, N. C.

**Philadelphia Printing Concern** wants  
man who is capable of designing very  
high-class printing; books, booklets, cata-  
logues, folders, etc. Must have artistic  
taste as well as practical experience and  
be able to make up handsome dummies.  
An excellent connection for the right  
man. Write fully in regard to your  
qualifications to Box 322, Printers' Ink.

### Advertising Salesmen

This kind of an opportunity does not occur  
every day. We want men who have  
been successful selling advertising, to sell  
in own city and travel half of State.  
series of distinctive advertisements to  
semi-professional men. Commission basis  
and earnings will be as large as the man  
is in personality. Write full particulars  
and send post-card photo if convenient.  
Frank B. Kinzler Co. Suite B, 345  
Fifth Ave., Pittsburgh, Pa.

### ADVERTISING ASSISTANT

One of our clients in Baltimore—promi-  
nent in the automotive field—wants an As-  
sistant for a busy Advertising Manager.  
Exp. in outdoor advertising will be helpful—  
but not absolutely essential. The prin-  
cipal requirement is the ability to plan  
and layout newspaper ads, folders, etc.,  
to follow through the production of art  
work, engravings and printed matter.  
Write us the things you would want to  
know yourself—age, salary desired, mar-  
ried or single, previous experience, etc.

#### THE JOSEPH KATZ CO.

506 PARK AVENUE  
BALTIMORE, MD.

## ARTIST WANTED

Thoroughly capable,  
Layout, Visualizer, and  
Lettering man, by Art  
Studio, to work on large  
National accounts. Big  
opportunity. Address  
Box 324, Printers' Ink.

**SIGN SALESMAN**

Territory open for a fine line of advertising signs and displays. To capable men handsome returns assured. State experience. Box 319, Printers' Ink.

**SALESMEN WANTED**

30% for advertising salesmen, selling to retailers one of the best series of human interest advertising ever produced. A wonderful side line. State your present line and territory covered in first letter. Address CHARLES E. MORGAN, HUMAN INTEREST ADVERTISING, 2404 West Seventh Street, Los Angeles, California.

**POSITIONS WANTED**

**Advertising Salesman**, 30 years of age, well educated, good appearance, 8 years newspaper and agency experience, can furnish best of references. Must be a real proposition. Box 310, P. I.

**Young Man** (29)—Publishing, Advertising (10 years); Compilation, Advertising, Dept.; also Proofs, Make-up, Trade Directories, Textiles. Best references. Employed. Box 327, Printers' Ink.

**Production (Creative) Man** for direct mail campaigns. Market analysis; sales plans exp. in dealer contact work. Copy and layout. Intimate working knowledge of advertising mechanics. Box 308, P. I.

**Assistant Sales Manager**—Available metropolitan district. Experienced directing Specialty sales force from desk and field. Competent to survey market conditions, handle direct-mail sales, etc. Box 314, P. I.

**Young Man** (27) college training, 3 years' exp. advertising soliciting, copy writing desires connection with agency handling good accounts or in advertising dept. good company. Box 333, P. I.

**ADVERTISING ASSISTANT**

Expert stenographer, 6 years' exp.; write copy, know advertising routine, typography, layouts; original ideas; power of visualization. Box 320, P. I.

**Pen Specialist**

Lettering, Still Life, Technical, part time or whole. Address Box 311, care of Printers' Ink.

**ARTIST**, 25, seeks opportunity with reliable firm offering future outlook—Three years' general experience—Service Syndicate, magazine work. Address Box 331, Printers' Ink.

Young woman wants pos. as asst. to adv. mgr. in or nr. Phila. 9 yrs. bus. exp.—3 in adv. Adv. Ex. at present. Hard worker. Initiative. Accust'd to respond. Wants real future. E. Shields, Gnrl. Del., 9 & Market Sts., Phila.

**Printing Executive**

Efficient correspondent, 27, versatile, 4 years' exp. in printing and lithography. Broad knowledge in advertising displays, also previously associated with advertising agency. Personal contact with clients where exceptional personality is required. Now employed, seeks connection in N. Y. City or out town. Box 334, P. I.

**DIRECT SELLING SPECIALIST**—12 years' sales and advertising experience qualifies me to create a profitable new Mail Sales Department or to revitalize an old one. Box 321, Printers' Ink.

**SPANISH AMERICAN COPY** must be prepared by Spanish American advertising experts. Man now employed wishes to devote part time to assist in preparing Latin American campaign. Box 315, P. I.

**Advertising Agency Man** with versatile ability desires position where his 5 years' thorough advertising experience will be valuable. Can write copy, visualize layouts—handle production details. Is 24 and college trained. Box 328, P. I.

**Position wanted with agency or manufacturer** by young woman experienced in market investigations, interviewing, writing reports, special articles. College graduate. Christian. Good typist. Beginning salary, \$40. Box 309, Printers' Ink.

**ADVERTISING MAKE-UP AND PRODUCTION MAN**

27, single, at present employed, desires connection with progressive trade, class or national journal. Fully versed in all mechanical requirements. Box 313, P. I.

**Young man**, 26—executive, advertising and 7 years' selling experience selling retailers and jobbers in East and West—wishes to locate with New York advertising agency in beginner's capacity. Right opportunity rather than compensation first consideration. Box 318, P. I.

**Specialist**—Market studies of the electrical and radio industries. Locating dealers and distributors for manufacturers. Contact with manufacturers throughout the country. Effective sales promotion and campaign planning. Editorial background. Now available. Interested? Box 317, P. I.

**Editorial Assistant or Staff Writer** Young woman wants position offering future. Nine years' experience writing and editing news and publicity copy, interviewing, reviewing, proofreading, research. Also shorthand and typing. Best New York references. Box 312, P. I.

**ADVERTISING MAN**

Eight years' thorough advertising and sales management exp. seeks association with firm requiring a competent, versatile advertising man. Full or part time. Box 290, 228 West 42nd Street, N. Y.

**Age 30, With Over 7 Years' Adv. Exp.** Able correspondent, whose experience has been in creative work associated in co-operative capacity with salesmen. Has well-defined appreciation of sales problems from actual contact. Married, Protestant, now employed by national organization at over \$4,000. Box 336, Printers' Ink.

**MAIL ORDER**  
**DIRECT MAIL**  
**NATIONAL ADVERTISING**  
**VISUALIZER—ROUGH LAYOUTS**

Interesting story awaits organization requiring highest grade man. Box 332, P. I.

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## *"What do you know about Radio?"*

Two and a half years ago that might well have been an embarrassing question to us—except that no one knew very much about radio at the time.

Yet since that time we have produced all of the advertising of Balkite Radio Power Units—the outstanding campaign, and without question the most successful advertising in the radio industry.

We may not at this moment know much about your business. But we do know advertising.



*The JOHN H. DUNHAM Company*  
*Advertising*  
**TRIBUNE TOWER**  
**CHICAGO**

# FOR ROTOGRAVURE

~Chicago Tribune rate  
is lowest in America

**T**O get an idea of the remarkable value of Chicago Tribune rotogravure space, study the milline rates of all standard size newspapers with 100,000 or more circulation which carry a rotogravure section. The Chicago Tribune milline rate is \$1.95. That is the cost of an agate line of advertising distributed to 1,000,000 circulation. And the average milline rate for the 32 American standard size newspapers having 100,000 circulation or more is \$3.30. The average rate is nearly 70% higher than The Tribune's.

In Chicago the next roto buy in a standard size paper is 28% higher than The Chicago Tribune. In New York the lowest roto rate is more than 41% higher than The Chicago Tribune's. In St. Louis the lowest rate is 33% higher. No newspaper in the country even approaches The Tribune as an economical medium for roto advertising.

The Chicago Tribune's enormous circulation . . . nearly 750,000 daily and more than 1,000,000 Sunday . . . makes it possible to give advertisers more for their money than they can get in any other medium. The Tribune owns its timberlands, its boats and paper mills. Many newspapers hire the equipment of outside printing plants for the production of their rotogravure sections. The Tribune owns and operates its plant . . . a great economy made possible by quantity production. It was here that coloroto was developed. The Tribune's printing experts are constantly experimenting to make better reproduction in roto than ever has been made before.

*Quantity production . . .* in circulation and advertising lineage, makes it possible for The Tribune to secure the finest photographs available anywhere for its rotogravure picture section. In content, in makeup, in general presentation, The Tribune's roto sections are unsurpassed. The cost to advertisers is the lowest in America.

And Tribune circulation, concentrated in the five states of the Chicago Territory, dominates America's richest market. The rotogravure sections reach from 20% to 90% of all the families in 1151 towns of zone 7. With one newspaper, at a cost far below that of any other publication, Tribune rotogravure advertisers reach a territory that in buying power, in resources, in income, represents one-fifth of America.

*A Tribune man will gladly suggest a plan for increasing your sales and profits in The Chicago Territory*

# Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER